

# NBC

## TRADE NEWS

LV

July 1, 1954

TINY NBC-DEVELOPED WIRELESS MICROPHONE IS DEMONSTRATED;  
DEVICE PERMITS FREEDOM OF MOVEMENT FOR TV PERFORMERS

- - -

Midget Transmitter and Aerial Can Be Hidden in Clothing;  
Compactness Achieved by the Use of RCA Transistors

A tiny wireless microphone that can be concealed on the person of television performers was demonstrated today (July 1) by the National Broadcasting Company in a special closed-circuit performance headlined by Joan Diener, of the Broadway musical, "Kismet." Comedian Cliff Norton and announcer Ben Grauer also participated.

The NBC-developed microphone, with an accompanying midget transmitter and antenna which can also be concealed in the performer's clothing, permits freedom of movement on a scale not possible with conventional microphones using cables and booms.

In the demonstration, the microphone was concealed in the top of Miss Diener's oriental costume. The transmitter was placed in a rear fold of the costume, and the antenna, consisting of a multi-turn loop, was worn as a belt.

The demonstration, designed to show the flexibility and freedom of motion made possible by the NBC technical development, was staged in Studio 3-B in Radio City.

(more)

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The first of these is the fact that the

entire system is designed to be

flexible and adaptable to the needs of the

customer. This is achieved by the use of

a modular design which allows the system to be

expanded or contracted as required. This is

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## 2 - Wireless Microphone

The signal put out by the tiny transmitter is picked up by a loop of wire encircling the work area. In the case of outdoor programs, the loop can be laid on the ground, suspended from trees or draped in bushes.

The entire assembly -- microphone, transmitter with battery, and loop antenna -- weighs slightly less than eight ounces. Small size of the unit is made possible by the use of fingernail-sized transistors, which do the work of vacuum tubes. Eight RCA transistors are used in the transmitter.

The transmitter, when its design is finalized, will be little larger than a pack of king-sized cigarettes. The laboratory model used in the demonstration is somewhat larger, in order to facilitate circuit development. Eventual dimensions will be  $5/8$  in. x 2 in. x  $3-3/4$  in.

The range of reception of the miniature transmission has not yet been fully determined, but tests have shown no difficulty in covering an area of 5,000 square feet, NBC engineers said. They added that the system is not vulnerable to most sources of interference, but in areas where interference might be a problem, an increase in received signal can be achieved by reducing the area covered by the receiving loop, thereby improving the ratio of signal to noise.

The transmitter is powered by an RCA alkaline cell battery which is expected to furnish five hours of continuous, reliable transmission. The unit develops approximately 50 milliwatts of power at about 530 kilocycles, but radiates less than 100 micro-microwatts. Because of the low power and low frequency, the transmitter does not require licensing, since it is well below the limits prescribed by the Federal Communications Commission for such devices.

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The signal was sent by the ship transmitter as shown on page 10 of the report. The ship was at about 100-150 miles from the shore at the time of the signal. The ship was at about 100-150 miles from the shore at the time of the signal.

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### 3 - Wireless Microphone

The wireless microphone was built by the NBC engineering development group on a directive several months ago from O.B. Hanson, then Vice President and Chief Engineer, recently promoted to Vice President, Operations Engineering, of the Radio Corporation of America. George M. Nixon, manager of the group, supervised the development project, which was handled by J.L. Hathaway, assistant group manager, and engineer Ray Lafferty.

Robert E. Shelby, recently appointed Vice President and Chief Engineer, presided at the showing and explained the device.

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NBC-New York, 7/1/54



# NBC

## TRADE NEWS

July 1, 1954

PRO BASKETBALL GAMES ON NBC-TV

- - -

NBC to Telecast Contests of National Basketball Association

On Saturdays throughout 1954-55 Season

FOR RELEASE TUESDAY A.M., JULY 6

A major addition to NBC-TV's lineup of sports presentations was made public today (Tuesday, July 6) with the announcement that the television network will carry National Basketball Association contests each Saturday afternoon throughout the 1954-55 season. The statement was made jointly by Thomas S. Gallery, NBC sports director, and Maurice Podoloff, president of the NBA.

The weekly series will begin Saturday, Oct. 30, and will immediately follow the NBC-TV telecasts of Canadian professional football through Saturday, Nov. 27. Viewers thereby will be afforded a full afternoon of solid sports entertainment. At the conclusion of the football series, the basketball telecasts will begin at 3 p.m., EDT

Professional basketball, distinguished by high scoring and fast-breaking, "fire engine" style of play, enjoys an immense television following throughout the United States. NBC-TV plans to telecast games from each of the cities which are represented in the nine-team league.

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Page 1 of 1

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## 2 - Pro Basketball

The NBA, an outgrowth of the old Basketball Association of America and the National League, consists of Eastern and Western Divisions. The Eastern circuit includes the New York Knickerbockers, Syracuse Nationals, Boston Celtics, Baltimore Bullets and Philadelphia Warriors. The Western Division is comprised of the Minneapolis Lakers, Rochester Royals, Fort Wayne Pistons and Milwaukee Hawks.

Eastern and Western Division leaders meet in a four-out-of-seven playoff at the end of the regular season. Minneapolis, paced by the great George Mikan, has won the championship every year but one. Last year the Lakers topped Syracuse for the crown.

The league is loaded with brilliant performers. Philadelphia boasts Neil Johnston, the league's top scorer with a 24.4 average last season. This season Johnston will be joined by Paul Arizin, leading NBA scorer three years ago and just recently discharged from the Marine Corps. The Boston Celtics are sparked by the fabulous Bob Cousy, who does everything with a basketball but eat it. Last year Cousy averaged 19.2 points per game and his teammate, Easy Ed Macauley followed closely with an 18.9 mark.

Baltimore, coached by the famous Claire Bee, is mighty proud of dangerous Ray Felix, who was good for a 17.6 average last winter. The New York Knickerbockers, who finished on top of the Eastern Division last year but lost the subsequent round-robin to Syracuse, count on Carl Braun and Dick McGuire. Other league luminaries include Larry Foust and Max Zaslofsky of Fort Wayne, Don Sunderlage of Milwaukee, Bob Wanzer and Bob Davies of Rochester, and Dolph Schayes, of Syracuse.

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NBC-New York, 7/1/54





July 1, 1954

'SPEND A MILLION' FOR FUN ON NBC RADIO

- - -

New Audience-Participation Show with 'Strings Attached'  
Starts July 7; Joey Adams to Be Emcee

PREMIERE

SPEND A MILLION, a fun-provoking audience-participation radio show with a reverse twist and "strings attached," will begin on NBC Radio Wednesday, July 7 (8:30-9 p.m., EDT).

Comedian Joey Adams will be emcee of the weekly fun-fests, which will feature three contestants chosen on the basis of their odd occupations. Each contestant will be given \$1,000,000 in play money which he will try to "spend" during the broadcast. The contestant with the least money left will win a prize. The one who goes completely broke will be awarded a jackpot of valuable merchandise. The person with most money remaining will receive a booby prize.

The money is spent on a series of four questions or purchases of \$100,000, \$150,000, \$250,000 and \$500,000 respectively. The contestant is asked a simple gag question or is offered a chance to buy valuable "properties" which might include the Taj Mahal, a Texas oil field or the Empire State Building. If he answers the question correctly or decides to buy something, he pulls one of several strings which are attached to various cards -- each card bearing instructions which either assess the contestant or add to his capital.

"Spend a Million" is a Lester Lewis Associates production. The series will be produced by Lester Lewis, directed by Ken MacGregor and written by Albert Miller and Eddie Davis.

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'GRAND OLE OPRY' RENEWED ON NBC RADIO

BY R.J. REYNOLDS TOBACCO COMPANY

GRAND OLE OPRY, popular country music series presented on the NBC Radio Network Saturdays, (9:30-10 p.m., EDT) from WSM, Nashville, Tenn., has been renewed by the R.J. Reynolds Tobacco Company, it was announced today by Fred Horton, director of sales for the NBC Radio Network.

The contract for renewal on 93 NBC stations for a full 52 weeks starting July 3, was signed through the William Esty Company. Products to be advertised on the program are Prince Albert Tobacco and Cavalier Cigarettes.

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## CREDITS FOR 'OUT ON THE FARM' ON NBC-TV

PROGRAM: OUT ON THE FARM

TIME: NBC-TV, Sundays, 5-6 p.m., EDT

PREMIERE: Sunday, July 11, 1954

DESCRIPTION: The program, NBC-TV's first agricultural series, will mirror the activities of a farm family. It is designed to give both city and rural viewers a completely authentic picture of American agriculture in terms of people -- the farm family, along with a group of well-known TV personalities.

HOST: Eddy Arnold

PARTICIPANTS: Wilbert and Bertha Landmeier and their four children: Joyce, 14; Janet, 12; Judy, 11, and Jimmy, seven. Also, Clint Youle, NBC weatherman; Don Herbert, NBC-TV's "Mr. Wizard," who will explain the whys and hows of farm machinery; John Ott, gardening and time-lapse photography expert; the Mid-States Four, barber shop quartet.

POINT OF ORIGIN: The Landmeiers' 160-acre farm near Cloverdale, Ill. (The home has been equipped for TV programming to permit indoor operations. Portions of each week's program will come from the interior of the home; most of the program, however, will originate in the fields, garden, dairy barn and other farm buildings. One camera has been mounted on a jeep for mobility. A 75-foot steel tower has been erected on the farm to provide micro-wave equipment to beam the TV signal to receiving equipment atop the Kemper Insurance Building in Chicago, some 30 miles away).

PRODUCER: Ben Park

DIRECTOR: Don Meier

TECHNICAL DIRECTOR: Harry Maule

WRITER: Marv David

AGRICULTURAL ADVISOR: Ken Fiske





CREDITS FOR 'FIRST LOVE' ON NBC-TV

PROGRAM: FIRST LOVE

TIME: NBC-TV, Monday through Friday,  
3:30-3:45 p.m., EDT

FORMAT: A realistic story of a contemporary marriage where Laurie and Zachary James learn to live together and grow together. Two people trying to solve their problems, which are complicated by the fact that Zachary, a brilliant engineer, loves Laurie, but finds it difficult to build his life around anything but his work.

PREMIERE: July 5, 1954

STARS: Pat Barry as Laurie; Val Dufour as Zachary.

CAST: Frederic Downs as Quentin Andrews, Hal Currier as Sam Morrison, Henrietta Moore as Peggy Gordon, Joe Warren as Phil Gordon, Scotty McGregor as Ruth, Henry Stanton as Wallace Grant, John Dutra as Mike Kennedy, and Howard Smith as Judge Kennedy.

PRODUCER: Al Morrison

DIRECTOR: Joe Behar

WRITER: Manya Starr

PROGRAM CREATOR: Adrian Samish

ORIGINATION: Philadelphia

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NBC-New York, 7/1/54

ORDINANCE NO. 1000

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SECTION 5	SECTION 6
SECTION 7	SECTION 8
SECTION 9	SECTION 10
SECTION 11	SECTION 12
SECTION 13	SECTION 14
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# NBC

## TRADE NEWS

July 2, 1954

ATTENTION SPORTS EDITORS

NBC TO TELECAST 'DREAM RACE' BETWEEN MILE RECORD-BREAKERS  
JACK LANDY AND ROGER BANNISTER IN VANCOUVER

FOR RELEASE MONDAY A.M., JULY 5

Millions of American televiewers will have a front-row seat for what is potentially one of the most dramatic races in track and field history Saturday, Aug. 7, when the National Broadcasting Company carries the telecast of the "dream race" between Australia's Jack Landy and England's Roger Bannister at the British Empire and Commonwealth Games in Vancouver, B.C. The announcement was made by NBC Sports Director Thomas S. Gallery.

The telecast will be seen in the U.S. exclusively on NBC-TV between 5 and 6 p.m., EDT. Transmission was arranged in cooperation with the Canadian Broadcasting Corporation. Although a CBC-TV crew will make the actual telecast, the signal will be beamed from Vancouver to Seattle, thence via closed circuit across the United States to Buffalo, N.Y. There it will be fed to NBC-TV as well as to the existing CBC-TV network.

(more)



Page 1 of 1

May 15, 1964

RECEIVED MAY 15 1964

TO THE DIRECTOR, NATIONAL ACADEMY OF SCIENCES  
FROM THE PRESIDENT, NATIONAL ACADEMY OF SCIENCES

Dear Mr. Director:

I am pleased to inform you that the National Academy of Sciences has elected you as its 100th member. This is a great honor and a reflection of the high regard in which you are held by your colleagues in the scientific community. The Academy is proud to have you as a member and to have the opportunity to work with you on the many important issues facing the scientific community today. I am sure that your contributions to the Academy and to the scientific community will be of great value and that you will continue to be a leader in your field.

Sincerely,  
[Signature]

This classic race involves the only two athletes ever to run the mile in less than four minutes. Some truly great competitors -- Jack Lovelock, Glenn Cunningham and Gunder Haegg among them -- have assaulted this seemingly unattainable standard for decades, but the immense distinction of being the first to achieve it fell to an angular, soft-spoken Oxford medical student named Roger Bannister. On May 6, Bannister stepped onto his home track at Oxford -- a track he had even helped build -- and, paced by his friend Chris Chataway, ran his mile in 3:59.4, a feat acclaimed on front pages the world over.

But Bannister's glory, as great as it was, proved to be short-lived. His performance was officially recognized by the International Amateur Athletic Federation less than a week before Landy, a 24-year-old runner from Melbourne, shaved 1.4 seconds from it at Turku, Finland, on June 21.

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NBC-New York, 7/2/54





July 2, 1954

GIs TO QUIZ EXPERTS ON 'NEWS GAME,' NEW FEATURE

WEDNESDAY NIGHTS ON NBC RADIO

PREMIERE

NEWS GAME, a stimulating new panel show in which GIs quiz the experts, will be introduced on NBC Radio Wednesday, July 7 (8 p.m., EDT).

Ken Banghart, NBC newsman, will serve as moderator of the weekly show. The panel will include Inez Robb, United Features syndicated columnist; Walter Kiernan, International News Service columnist and Radio-TV personality; Hal Boyle, Associated Press columnist, former war correspondent and Pulitzer Prize winner; and Eloise McElhone, a popular panelist and mistress of ceremonies.

On the initial program, July 7, John Lardner, "Newsweek" sports columnist and author, will pinch-hit for Walter Kiernan.

Each Wednesday hospitalized GIs from Eastern service hospitals will appear as guests on the program to quiz the panelists. These veterans of World War II and Korean battles will select the

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NOTE TO EDITORS:

The NBC Daily News Report will not be published on Monday, July 5. Publication will be resumed on Tuesday, July 6.

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THE UNITED STATES OF AMERICA

WASHINGTON, D.C.

SECRET

THIS REPORT IS CLASSIFIED AS SECRET

IT IS THE POLICY OF THE UNITED STATES

TO KEEP THIS REPORT SECRET

AND TO PREVENT THE DISCLOSURE OF ITS CONTENTS

TO ANY PERSON OR ORGANIZATION

WHICH IS NOT A MEMBER OF THE UNITED STATES

OR ITS ALLIED OR FRIENDLY GOVERNMENTS

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PREMIERE OF 'THE MARRIAGE,' POSTPONED DUE TO ILLNESS  
OF JESSICA TANDY, IS RESCHEDULED FOR JULY 8

The premiere of THE MARRIAGE, postponed from July 1 because of the sudden illness of Jessica Tandy, has been rescheduled for Thursday, July 8 (NBC-TV, 10 p.m., EDT). The sudden illness of Miss Tandy a few hours before show time July 1 necessitated the change.

Miss Tandy, who co-stars in the situation comedy series with her husband, Hume Cronyn, is recovering at Doctors Hospital, New York, and will be able to perform in the TV show July 8. The storyline will be that previously announced for the premiere -- lawyer Ben Marriott's eye-opening experience at a New York public school.

This is the first NBC-TV dramatic series to be telecast on a regular continuing basis in compatible color. The colorcasts will be available on all standard television sets in high quality black and white.

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NBC-New York, 7/2/54





# NBC RADIO NETWORK NEWS

July 2, 1954

GIs TO QUIZ EXPERTS ON 'NEWS GAME,' NEW FEATURE

WEDNESDAY NIGHTS ON NBC RADIO

## PREMIERE

NEWS GAME, a stimulating new panel show in which GIs quiz the experts, will be introduced on NBC Radio Wednesday, July 7 (8 p.m., EDT).

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THE RAILWAY NETWORK NEWS  
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questions, which will be based on the news, and can be either general or a sound effect connected with a prominent news story. As the guest stymies a panelist, he will receive a prize and advance up the ladder from "printer's devil" to "publisher." Prizes in cash and merchandise will be awarded.

Merrill Mueller, NBC news commentator, will be executive producer for the series.

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NBC-New York, 7/2/54



# NBC

## TRADE NEWS

July 6, 1954

### NBC 'MEMO' STRESSES NETWORK RADIO AS BEST COMPLEMENTARY MEDIUM TO GIVE TV ADVERTISER FULL NATIONAL COVERAGE

Network radio -- specifically NBC Network Radio -- is the best medium for a television advertiser anxious to complement his TV advertising in order to receive full national coverage.

This is the highlight of a new promotion booklet just prepared and now being distributed by NBC. Entitled "Memo To: A Television Advertiser; From: The NBC Radio Network," the booklet in simple, graphic terms points up:

That the advertiser using only network TV must complement this advertising for full national coverage.

That NBC Radio provides for every budget the largest potential complementary audience, the largest delivered complementary audience, the lowest duplication of the TV audience -- and all of these at the lowest cost of any other medium.

The booklet concludes by offering, at no cost to the television advertiser, a complete Nielsen analysis of the firm's TV advertising, combined with a recommended complementary schedule over NBC Radio.

"Memo To a Television Advertiser" points out that even the television advertiser with a full TV network, with his show watched by every home with television, still misses 17,100,000 non-TV homes --

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1914

THE UNITED STATES OF AMERICA

DEPARTMENT OF THE INTERIOR

BUREAU OF LAND MANAGEMENT

WASHINGTON, D. C.

OFFICE OF THE ASSISTANT SECRETARY

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or 37 per cent of the total 47,560,000 homes in the country.

How can these additional, non-TV homes best be reached?

"Through network radio, the medium with the largest unduplicated addition to television advertising, at the lowest cost," the booklet states.

For example, NBC Radio, with 200 stations covering 98 per cent of the homes in the United States, can provide eight times the unduplicated circulation of non-TV homes that a leading weekly picture magazine provides, and more than four times the unduplicated circulation offered by a leading Sunday newspaper supplement.

In 47 radio-television program combinations studied recently by A.C. Nielsen, average duplication of radio-TV coverage for all 47 shows was only 1.9 per cent, and the highest delivered audience duplication for any one combination was only 4.3 per cent.

The presentation also noted that non-TV homes are still a major market in television's own front yard. In the 165 top metropolitan markets, there are 6,426,000 non-television families -- or more than one out of every four homes in the country's leading markets.

The booklet was prepared by the NBC Radio Network sales development group, under the supervision of Howard Gardner, director.

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NBC-New York, 7/6/54

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# COLOR TELEVISION NEWS

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NBC COLOR TELECASTS FOR WEEK

(July 11 - 17)

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(NBC-TV Network including WNBT)

## Wednesday, July 14

11 a.m.-12 Noon, EDT on HOME -- An 8-to-15 minute pickup by NBC color mobile unit from Mount Vernon, Va., the home of George Washington.

## Thursday, July 15

12-10:30 p.m., EDT on THE MARRIAGE, starring Hume Cronyn and Jessica Tandy.

## Friday, July 16

7-9 a.m., EDT and CDT, on TODAY, and  
11 a.m.-12 Noon, EDT, on HOME -- An 8-to-15 minute pickup by NBC color mobile unit from General Lee's Mansion in Arlington, Va.

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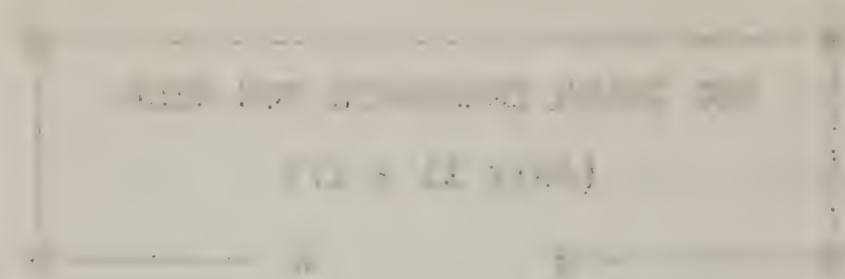
(WNBT Only)

## Monday, July 12 through Friday, July 16

1:30-2 p.m., EDT on HERE'S LOOKING AT YOU, with Richard Willis.

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NBC-New York, 7/6/54



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THE SIXTEENTH PRINCIPLE OF THE

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| ATTORNEY GENERAL BROWNELL TO 'MEET THE PRESS' |  
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Attorney General Herbert Brownell Jr. will MEET THE PRESS  
Sunday, July 11 (NBC-TV, 6 p.m., EDT; NBC Radio, 10:30 p.m., EDT).

He will be interviewed by May Craig of the Portland (Maine)  
Press-Herald, Richard Wilson of Cowles Publications and Peter Edson of  
Newspaper Enterprise Association. Ned Brooks of the NBC Washington  
News Bureau will be moderator.

"Meet the Press" will originate in NBC studios at Sheraton  
Park Hotel, Washington, D.C.

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S. MARTIN SAMIT JOINS NBC ADVERTISING AND PROMOTION  
STAFF AS RADIO NETWORK COORDINATOR

S. Martin Samit, former assistant to the publisher and  
research director for Everywoman's Magazine, has joined the staff of  
the NBC Advertising and Promotion Department as Radio Network  
ccordinator. // Jacob A. Evans, director of national advertising and  
promotion for NBC, announced today.

Samit will maintain liaison with Radio Network clients and  
agencies and assist in the creation of direct mail and program presen-  
tations. He has been in advertising, promotion and research work for  
more than 10 years, and before joining Everywoman's Magazine was with  
Time, Inc. He is married and lives in Jamaica Estates, N.Y. He has a  
bachelor of arts degree in marketing and psychology from Wayne  
University and a master's degree in psychological services from  
Columbia University.

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NBC-New York, 7/6/54





July 8, 1954

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NBC. LEADS THE FIELD IN TOP RADIO RATINGS FOR EVENING SHOWS

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A near-sweep of the top three rankings of evening radio programs is accomplished by NBC Radio in the latest national Nielsen Radio Index.

NBC Radio has the top-ranked once-a-week evening program, the third-ranked weekly evening show, and the top two evening multi-weekly programs.

Highest ranked of all evening radio programs, according to the Nielsen report, is NBC's YOU BET YOUR LIFE, with a 7.2 rating and 3,359,000 homes reached. The show, which stars Groucho Marx, is heard on Wednesdays (9-9:30 p.m., EDT).

Running one-two in evening multi-weekly ratings are NBC Radio's NEWS OF THE WORLD (Monday through Friday, 7:30-7:45 p.m., EDT), with a rating of 3.5, and FIBBER MCGEE AND MOLLY (Monday through Friday, 10-10:15 p.m., EDT), with a 3.1 rating.

Completing the picture of NBC's radio leadership is BIG STORY (Wednesday, 9:30-10 p.m., EDT), which is ranked third in weekly evening programs with a rating of 5.4.

Comparing all evening sponsored programs in homes reached during the average minute, the Nielsen Radio Index shows that NBC Radio leads the second network (CBS) by 11 per cent. During the average minute, NBC reaches 1,446,000 homes, compared to 1,306,000 for the second network, 980,000 for the third network, and 606,000 for the fourth network.

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Page 1 of 1

THE UNITED STATES OF AMERICA

A report of the Committee on the Administration of the Government, submitted to the Senate and House of Representatives, in accordance with a resolution of the Senate, passed July 1, 1940.

The Committee on the Administration of the Government, created by the Senate and House of Representatives, in accordance with a resolution of the Senate, passed July 1, 1940, has the honor to submit to the Senate and House of Representatives, in accordance with a resolution of the Senate, passed July 1, 1940, a report of the Committee on the Administration of the Government, created by the Senate and House of Representatives, in accordance with a resolution of the Senate, passed July 1, 1940.

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CREDITS FOR THE 'BOB SMITH SHOW' ON NBC-TV

TITLE: BOB SMITH SHOW

TELECAST: NBC-TV, Mondays through Fridays, 12 noon to 12:30 p.m., EDT

STAR: Bob Smith

CAST: Clark Dennis, vocalist; The Honeydreamers, vocal quintet; Bobbie Nicholson and his orchestra.

FORMAT: Variety, with audience participating in "memory quiz."

PRODUCER: Roger Muir

DIRECTORS: Bobby Hultgren  
Howard Davis

WRITERS: Willie Gilbert  
Jack Weinstock

MUSIC DIRECTOR AND ARRANGER: Bobbie Nicholson

ORIGINATION: "Live" from New York

STARTED: Monday, July 5, 1954

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NBC-New York, 7/8/54

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RECEIVED FOR THE

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DATE: 10/10/1954

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CREDITS FOR 'DOCTOR SIXGUN' ON NBC RADIO

PROGRAM: DOCTOR SIXGUN

TIME: NBC Radio network (except WNBC),  
Thursdays, 8:30-9 p.m., EDT.

STARS: Karl Webber and Bill Griffis

FORMAT: Western dramatic series based on  
the adventures of Grey Matson,  
M.D., a gun-toting doctor who  
practiced in the rugged  
"Territory" during the 1870s.

WRITERS: George Lefferts  
Ernest Kinoy

DIRECTOR: Fred Weihe

ORIGINATION: "Live" from New York.

STARTED: July 1, 1954

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SENATOR LEHMAN GUEST ON 'YOUTH WANTS TO KNOW' PROGRAM

Senator Herbert H. Lehman (D.-N.Y.), member of the Senate Banking and Currency Committee and of the Senate Labor and Public Welfare Committee, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW program when it moves to a new time segment on the NBC-TV network Saturday, July 10, 7:30 p.m., EDT. The program will be rebroadcast on the NBC Radio network Sunday, July 11, 2:30 p.m., EDT.

Senator Lehman will be questioned by teen-age students in the NBC studios at the Sheraton Park Hotel in Washington, D.C.

-----O-----

NBC-New York, 7/8/54

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[illegible]

THE END OF THE ROAD

The Board of Directors of the  
 American Red Cross, Inc.,  
 1215 Broadway, New York, N.Y.  
 is hereby notified that the  
 American Red Cross, Inc.,  
 is a corporation organized under  
 the laws of the State of New York.

1992

„Joh. Wap. mott. 1793“

1001-1010

4784 2001 Well-1004





## TRADE NEWS

July 9, 1954

\*-----\*

'GREATEST MOMENTS IN SPORTS' RECALLING CLASSIC THRILLS,  
TO BE NEW FRIDAY NIGHT FEATURE ON NBC-TV

- - -

Mutual of Omaha to Sponsor Series

\*-----\*

Bobby Thompson's pennant-winning home run...Native Dancer's heart-breaking Kentucky Derby defeat...the fabulous Army football team's streak-ending loss to inspired Columbia -- these are all classic thrills in the history of American sport. Many have heard or read about these spectacularly dramatic events, but few actually witnessed them.

These and countless other thrills will be re-lived by millions of U.S. television sports fans through an exciting new program entitled GREATEST MOMENTS IN SPORTS, which will start on the NBC-TV network Friday, July 30 (10:30 p.m., EDT). The series will be sponsored by Mutual of Omaha.

Walter Kiernan, veteran reporter and popular TV personality, will be host on the show, which will feature live interviews with famous guests, as well as film clips of memorable moments in every major sport from hockey to horse racing.

(more)



## 2 - 'Greatest Moments in Sports'

"Greatest Moments in Sports" will be a regular Friday night feature on NBC-TV. Throughout the Summer, the program will be seen at 10:30 p.m., EDT, with the possible exception of Aug. 20, when it will be aired immediately after the telecast of the Bobo Olson - Rocky Castellani middleweight championship bout.

The Friday night fights will return to NBC-TV on a regular weekly basis Sept. 3. This will mean, of course, that "Greatest Moments in Sports" will be of varying length. The fight telecast begins at 10 p.m., EDT. In the event of an early knockout, "Greatest Moments" will come on at 10:30 p.m., and run until 11. Should the fight go the distance, the new program may be as brief as six or seven minutes.

This means that those producing the show must be prepared for either a half-hour program or a "quickie."

NBC-TV has assembled a first-string lineup to put this show on the air. Supervising the production is Lindsey Nelson, NBC's assistant sports director and popular sportscaster. He did the color on last Fall's telecasts of collegiate football. The producer is Jerry Franken and the director is Marty Hoade, who directed the Bob Considine news show, which also was sponsored by Mutual of Omaha. "Greatest Moments in Sports" will be written by Barney Nagler, "Morning Telegraph" columnist. Boxing fans will recall his brilliant biography of Joe Louis which appeared in Life magazine several years ago.

Walter Kiernan is singularly well suited for the assignment of interviewing guests and serving as narrator on "Greatest Moments in Sports," for he has spent his life traveling and meeting persons in all walks of life. He knows kings and clowns, statesmen and sandhogs, athletes and actors, generals and GIs.

(more)







He began a somewhat incredible career some 40 years ago in New Haven, Conn. where he was born. His youth was "a blur of odd jobs," including a stint as a professional pallbearer ("a mistake," he declares). He became a cub reporter, then a columnist, on the New Haven Register, and the next jump was to the Associated Press in New York. There he made hundreds of friends and established a reputation as a political reporter.

"I interview big shots the same way I talk to the cop on the corner," Kiernan says. "I give them the red flannel test my father taught me. Whenever I come face-to-face with famous people, I forget their names and think of them dressed in long-handled underwear. It works. First time I tried it was when I met President William Howard Taft. Meeting VIPs has been easy ever since."

As a star reporter for the AP and International News Service, Kiernan traveled all over the world. He swapped toasts with King George VI on the King's birthday and spent a wartime New Year's Eve with Winston Churchill. Kiernan recently confided to Churchill's actress daughter, Sarah, "Your father's a great conversationalist, but he's no New Year's Eve date!" His other experiences as a world traveler and bon vivant include breakfasting with Marlene Dietrich ("A wonderful way to start the day").

For a number of years, Kiernan wrote a column, "One Man's Opinion," which appeared in newspapers from Maine to California. He is the author of a biography of Dwight D. Eisenhower and co-authored with Damon Runyon a biography of Eddie Rickenbacker.

Kiernan is vice president of the Catholic Actors Guild, a former president of the Circus Saints and Sinners Club, and a member of the governing board of the American Federation of Television and Radio Actors. In addition to "Greatest Moments in Sports," he also is seen as host on the popular NBC-TV panel show, "Who Said That?"



CREDITS FOR 'GREATEST MOMENTS IN SPORTS' ON NBC-TV

PROGRAM:	GREATEST MOMENTS IN SPORTS
DATE AND TIME:	NBC-TV, Fridays, 10:30 p.m., EDT
NARRATOR:	Walter Kiernan
PREMIERE DATE:	Friday, July 30, 1954
FORMAT:	Live interviews with famous sports personalities and film clips of memorable moments in sport.
PRODUCTION SUPERVISOR:	Lindsey Nelson
PRODUCER:	Jerry Franken
DIRECTOR:	Martin Hoade
WRITER:	Barney Nagler

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NBC SCORES WITH 8 OF 10 TOP TV SHOWS IN NIELSEN INDEX

Continuing its leadership in the major rating surveys, NBC-TV has walked off with 8 of the top 10 ranked shows in the latest national Nielsen Television Index, for the two weeks ending June 12.

This latest near-sweep by NBC follows closely the announcement of the newest Nielsen Radio ratings, in which NBC Radio has the first and third ranked weekly evening shows, and the top two evening multi-weekly programs.

The country's 10 most popular television programs, as spelled out by Nielsen, are:

<u>PROGRAM</u>	<u>RATING</u>
1 -- I Love Lucy	50.9
2 -- DRAGNET (NBC)	45.7
3 -- THE BOB HOPE SHOW (NBC)	44.3
4 -- COLGATE COMEDY HOUR(NBC)	39.7
5 -- FORD THEATRE (NBC)	37.0
6 -- THIS IS YOUR LIFE (NBC)	35.8
7 -- YOU BET YOUR LIFE (NBC)	34.8
8 -- Jackie Gleason Show	34.8
9 -- BUICK-BERLE SHOW (NBC)	34.6
10 -- YOUR HIT PARADE (NBC)	33.7

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NBC-New York, 7/9/54

Following the program in the major rating category, the guide has listed the time of the day in which the program is shown. The time listed is the time of the day in which the program is shown on the average. The time of the day in which the program is shown may vary from week to week, but the time listed is the time of the day in which the program is shown on the average. The time of the day in which the program is shown may vary from week to week, but the time listed is the time of the day in which the program is shown on the average.

The guide is a useful reference for the television viewer.

Listed are the following:

TIME	PROGRAM
6:00	1 -- I Love Lucy
6:30	2 -- DRAMA
7:00	3 -- THE NEW YORK SHOW (1950)
7:30	4 -- NOVELTY SHOW (1950)
8:00	5 -- THE WRESTLER (1951)
8:30	6 -- THIS IS YOUR LIFE (1951)
9:00	7 -- YOU BET YOUR LIFE (1951)
9:30	8 -- MUSIC CLASS (1951)
10:00	9 -- MUSIC-CLASS (1951)
10:30	10 -- MUSIC CLASS (1951)

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NBC HOST TO MEMBERS OF NATIONAL SCHOOL PUBLIC RELATIONS GROUP "

About 60 members of the National School Public Relations Association visited the facilities of the National Broadcasting Company in New York on Thursday, July 8.

The educators, representing state education associations and departments of education, are in New York for a five-day seminar on applying communication techniques to school public relations.

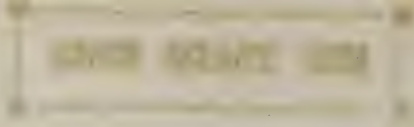
While at NBC, they toured the studios in the RCA Building, saw a film on production techniques, and heard talks by Sydney H. Eiges, NBC Vice President in Charge of Press and Publicity, and Edward Stanley, manager of public service programs.

The National School Public Relations Association is a department of the National Education Association.

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NBC-New York, 7/9/54





THE MOST IN NUMBER OF NATURAL SCIENCE FILMS

About 50 members of the National Film  
Religion Association entered the building of the National  
Broadcasting Company in New York on Thursday, July 3.  
The committee, representing state educational depart-  
ments and departments of education, was in New York for a two-  
day meeting on religious education sponsored by school  
public relations.

While at NBC, they viewed the studio in the RCA  
Building, saw a film on production techniques, and heard talks  
by Joseph H. Egan, NBC Vice President in Charge of News and  
Publicity, and Edward G. Smith, manager of public relations  
program.

The National Film Religion Association  
is a department of the National Education Association.

NEW YORK, N.Y. 1934



# COLOR TELEVISION NEWS

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NBC COLOR TELECASTS FOR WEEK

(July 18 - 24)

\*-----\*

(NBC-TV Network including WNBT)

Thursday, July 22

10-10:30 p.m., EDT: THE MARRIAGE, starring  
Hume Cronyn and Jessica Tandy.

Friday, July 23

7-9 a.m., EDT and CDT, on TODAY, and  
11 a.m. - 12 Noon, EDT, on HOME: An 8-to-15  
minute pickup by NBC color mobile unit from  
B & O roundhouse in Baltimore, Md.

\* \* \* \* \*

(WNBT Only)

Monday, July 19 through Friday, July 23

1:30-2 p.m., EDT: HERE'S LOOKING AT YOU, with  
Richard Willis.

\* \* \* \* \*

(Correction, Please -- July 14 and July 16: Color  
Mobile Unit presentations will be seen on both  
HOME and TODAY instead of HOME only).

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NBC-New York, 7/12/54



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NOTED CONDUCTORS AND SOLOISTS TO PARTICIPATE  
IN 'HOLLYWOOD BOWL' CONCERTS ON NBC RADIO

The fifth annual series of HOLLYWOOD BOWL CONCERTS on NBC Radio will start Monday, July 26 (8-9 p.m., EDT). The one-hour transcribed concerts featuring leading conductors and soloists will be an eight-week series, taking the time period of the "Best of All" program.

The Summer concerts of the Hollywood Bowl draw many thousands of listeners to hear the great vocal and instrumental artists appearing with distinguished guest conductors. Among the artists to be heard in the broadcast portions of these programs will be Eleanor Steber, Jan Peerce, Dorothy Kirsten, William Primrose, Tony Martin, Robert Merrill, Ethel Merman, Lily Pons, and Liberace. The conductors will include Sir Adrian Boult, Andre Kostelanetz, Johnny Green, William Steinberg and Pierre Monteux.

The program will be prepared and edited in Hollywood.

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THE UNIVERSITY OF CALIFORNIA  
IN COLLEGE PARK; COMPOSED OF THE

THE FIFTH ANNUAL MEETING OF THE UNIVERSITY

COMPOSED OF THE FIFTH ANNUAL MEETING OF THE UNIVERSITY

(1954-55). THE MEETING WILL BE HELD AT THE UNIVERSITY

THE MEETING WILL BE HELD AT THE UNIVERSITY

THE MEETING WILL BE HELD AT THE UNIVERSITY

"HALL OF THE UNIVERSITY"

THE MEETING WILL BE HELD AT THE UNIVERSITY

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'HOME' TO ORIGINATE JULY 19 TELECAST IN JORDAN MARSH  
DEPARTMENT STORE IN BOSTON, NEW ENGLAND'S LARGEST

\*-----\*

NBC-TV's full-hour morning television program for women, HOME, (Mondays through Fridays, 11 a.m.-12 noon, EDT) will originate its Monday, July 19 telecast entirely from the Jordan Marsh department store in Boston, Mass.

The program will be the second in a series of presentations of the "Home" show to be telecast directly from key department stores throughout the country. The first, from Gimbel's department store in Philadelphia, was presented last May.

The series, which establishes a unique cooperation between the stores and the television network, provides an opportunity to inform the "Home" viewers on how to buy in department stores, how to avail themselves of all the store's services, and the part these stores play in the life of the community.

Helping to bring viewers the story of Jordan Marsh, the fourth largest department store in the country and New England's largest store, whose charge accounts list residents of all the 48 states, will be "Home's" editor-in-chief, Arlene Francis; Hugh Downs, man-about "Home"; Eve Hunter, fashion editor; and Kit Kinne, cooking editor.

As Miss Francis is a native of Boston, her visit there will also be a homecoming celebration.

The program, which will be telecast through the facilities of NBC affiliate WBZ-TV in Boston, will include a back-to-school

(more)

WOMEN TO ORIGINATE PART OF TUESDAY 12 JOURNAL NEWS  
INTEREST STONE IN BOSTON. NEW ENGLAND'S LARGEST

WEDNESDAY 12-13 noon. (Monday through Friday, 11 a.m.-12 noon. EST) will originate  
the program. July 15 is broadcast exclusively from the Boston Herald  
and Stone in Boston. Here.

The program will be the second in a series of broadcasts  
of the "Herald" show to be broadcast weekly from the Herald's studio  
throughout the country. The first, from Herald's department store in  
Philadelphia, was presented last May.

The series, which originated a unique cooperation between  
the women of the television network, features an opportunity to  
feature the "Herald" show to the public in the department store, and  
to avail themselves of all the program's features. The first series  
stones play in the life of the community.

Helping to bring viewers the story of Boston Herald, the  
Boston Herald department store in the country and New England's  
largest store, whose charge accounts are residents of all the  
its stores, will be "Herald's" editor-in-chief, Alfred Francis, who  
owns, and about "Herald's" Editor-in-Chief, Alfred Francis, who  
owns, and about "Herald's" Editor-in-Chief, Alfred Francis, who

As Miss Francis is a native of Boston, her visit Stone will  
also be a homecoming celebration.  
The program, which will be broadcast through the Herald's  
on the Herald's WED-TV in Boston, will include a non-commercial



fashion show, a presentation on make-up techniques, and a feature from the store's decorating department showing the making of furniture and possible furnishing changes in a room. Kit Kinne will prepare a famous New England lobster dish. The Jordan Marsh anniversary shop, a special collection of gifts for wedding anniversaries from the first to seventy-fifth year, will provide background for an interview with Barbara Brooks, the Jordan Marsh gift consultant. The Story of the Day, by Hugh Downs, will center around the Jordan Marsh Century Club, an organization founded in 1922 and composed of members who have spent at least 50 years as Jordan Marsh employees.

In addition, the sponsors of "Home" will have special displays all through the store during the week of July 19.

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NBC-New York, 7/12/54

show a presentation on the subject of the day, and a feature

from the state's historical department showing the making of

curtains and similar articles. There is a room, also, where will

be a large display of the new English furniture. The Jordan Hotel

will have a shop, a special collection of glass for sale.

Arrangements for the fair are being made with the various

departments for an extensive display of goods. The Jordan Hotel

will have a large display of the new English furniture. The Jordan Hotel

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will have a large display of the new English furniture. The Jordan Hotel

In addition, the sponsors of "Week" will have special

display all through the week during the week of July 1st.

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Continued on page 2



# COLOR TELEVISION NEWS

OK

NBC-TV'S THREE SERIES OF COLOR 'SPECTACULARS' COMPLETELY  
SOLD OUT--HAZEL BISHOP, REYNOLDS METALS AND  
SUNBEAM TO SPONSOR SUNDAY SHOWS

NBC-TV's three series of color "spectaculars" are SRO -- completely sold out two months before the first of the widely heralded 90-minute extravaganzas takes to the air.

Completion of the client roster of the three series became a fact today with the announcement by George H. Frey, NBC Vice President in charge of Television Network Sales, that three advertisers -- Hazel Bishop Inc., Reynolds Metals Company and the Sunbeam Corporation -- will sponsor the network's Sunday night "spectaculars," to be seen every fourth Sunday from 7:30-9 p.m., EDT, beginning Sept. 12.

Hazel Bishop Inc., and the Sunbeam Corporation each will sponsor 45 minutes of each of 10 programs, while Reynolds Metals Company will sponsor three complete programs.

The Sunday night "spectaculars" will be produced by Max Liebman, brilliant showman who for five years was instrumental in making NBC-TV's "Your Show of Shows" a Saturday night institution on television. Liebman has signed vivacious Betty Hutton to make her television debut as star of the Sept. 12 "spectacular," and plans to present Broadway, Hollywood and television stars of equal magnitude on each of the succeeding shows.

(more)





2 - 'Spectaculars'

The advertising agency for Hazel Bishop Inc. is Raymond Spector Company Inc.; for Reynolds Metals Company, Russel M. Seeds Company; and for the Sunbeam Corporation, Perrin-Paus Company. The NBC account executives are William Martin on the Hazel Bishop account, John Dodge on the Reynolds Metals account, and Edward Stockmar on the Sunbeam Corporation account.

✓ In addition to the Sunday night "spectaculars," NBC-TV will present a series of 13 color "spectaculars" on Saturday nights, produced by Liebman and sponsored by the Oldsmobile Division of General Motors Corporation, and another series of 13 on Monday nights, produced by Leland Hayward and sponsored by the Ford Motor Company and the Radio Corporation of America.

The "spectaculars" will be presented in RCA compatible color television, and will be fully viewable on the country's black and white sets. //

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NBC-New York, 7/13/54





July 13, 1954

AWARDS TO FINALISTS IN FISHER BODY CRAFTSMAN'S GUILD  
MODEL CAR COMPETITION TO BE TELECAST BY NBC

The national awards ceremony of the 1954 Fisher Body Craftsman's Guild model car competition will be telecast from Detroit by NBC-TV Tuesday, July 20 (9:30 p.m., EDT).

Forty-one regional finalists will show their "dream cars." The finalists already have received \$150 each for winning first place in their home states. Eight of these regional winners, during the telecast, will be announced as grand national winners and will be awarded university scholarships with a total value of \$20,000.

Appearing on the telecast will be James E. Goodman, president of the Craftsman's Guild and General Motors vice president in charge of the Fisher Body Division; C.F. Kettering, GM research consultant and noted inventor; and distinguished educators, scientists and industrialists who will be guests at the awards banquet.

More than 3,500,000 boys have competed for awards by the Craftsman's Guild since its inception in 1930. The Guild so far has awarded 123 university scholarships valued at \$400,500, and more than 10,000 boys have shared in state and regional awards.

(This special program will cancel "Top Plays of 1954" this date only).

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W.W. PARISH NAMED SUPERVISOR OF NBC PUBLIC SERVICE PROGRAMS

William White Parish, supervisor of the NBC Story Division since he joined the network in 1951, has been named a supervisor of public service programs for NBC. He will assume his new post on July 19 and will report thereafter to Edward Stanley, NBC manager of public service programs.

Parish was born in Evanston, Ill., and has spent most of his life in New York City. From 1942 to 1945 he was in the Army Air Force and served as a fighter pilot in the Mediterranean Theatre. From 1946 to 1949 he attended Columbia University and took a B.S. degree in professional writing in the university's School of General Studies.

After graduation, Parish joined Simon and Schuster, Inc., as assistant to the president, Richard L. Simon, and later was New York City salesman for the new combined sales force of Simon and Schuster and Pocket Books, Inc. He left Simon and Schuster to join NBC. He has been guest lecturer on TV writing at New York University and on publishing at Columbia University. He wrote and produced half-hour programs for the WNBC radio series, "Life in New York," in cooperation with Time, Inc.

Parish lives in Manhattan. His wife is Eleanor Parish, associate science editor of Life Magazine. They have a year-old son.

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WILLIAM WATTS

WILLIAM WATTS, PRESIDENT OF THE RADIO SERVICE PROGRAM

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WILLIAM WATTS, PRESIDENT OF THE RADIO SERVICE PROGRAM

STATION WIKK JOINS NBC RADIO NETWORK

Radio Station WIKK in Erie, Pa., will join the NBC Radio Network on Aug. 1, Harry Bannister, NBC Vice President in Charge of Station Relations, announced today.

WIKK is owned by the Community Service Broadcasting Company and operates on a frequency of 1330 kilocycles with a power of 5,000 watts from 6 a.m. to Midnight, EDT, daily including Sunday. Ben McLaughlin is general manager of the station.

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NBC-New York, 7/14/54

STATION WITH LOSS OF RADIO SIGNAL

Station Station WJLA in Washington, D.C. has been advised that the radio signal from the station has been lost. The station is currently in the process of troubleshooting the problem and will attempt to restore the signal as soon as possible.

WJLA is a member of the National Association of Broadcasters (NAB) and is committed to providing the highest quality programming to its audience. The station is currently in the process of troubleshooting the problem and will attempt to restore the signal as soon as possible.



July 14, 1954

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'COMMENT' PROGRAM TO BECOME NBC RADIO FEATURE

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COMMENT, the NBC News Department's weekly television program of news analysis by noted commentators and correspondents, will become an NBC Radio feature also starting Monday, July 19 (NBC Radio network except WNBC, 10:30-11 p.m., EDT). "Comment" will continue on NBC-TV (network including WNBT) Mondays, 8:30-9 p.m., EDT.

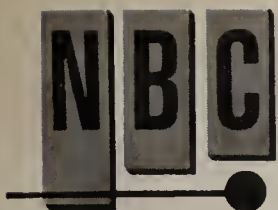
The topic for July 19 will be "Communism -- the menace home and abroad." The participants on the half-hour Radio and TV program will be Raymond P. Brandt, chief Washington correspondent for the St. Louis Post Dispatch, commenting on "The American Communist"; Joseph C. Harsch, NBC Washington correspondent, talking on "The International Conspiracy"; Jim Robinson, NBC Far Eastern correspondent, who will fly in from Hanoi, Indo China, to discuss "A Case History of the Red Aggression in the Far East"; and Henry Cassidy, NBC commentator and former correspondent in Russia, commenting on "Communist Roots in the Kremlin."

"Comment" has been praised by critics and public for "news coverage and analysis in depth" and for "news significance, not merely facts." It is produced by the NBC News Department under the overall supervision of William R. McAndrew, manager of NBC News and Special Events, and originates in the NBC studios at the Sheraton Park Hotel, Washington, D.C.

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# PRESS DEPARTMENT

## NBC-TV AND RADIO PROGRAMS

### SENATOR FULBRIGHT TO 'MEET THE PRESS'

Senator William Fulbright (D.-Ark.), a member of the Senate Foreign Relations Committee, will MEET THE PRESS Sunday, July 18 (NBC-TV, 6 p.m., EDT; NBC Radio, 10:30 p.m., EDT). He will be interviewed by a panel of newsmen including Richard Wilson of the Cowles Newspaper Publications and May Craig of the Portland (Maine) Press-Herald. Ned Brooks of the NBC Washington News Bureau will be moderator.

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### PROGRAM CHANGE: SENATOR FLANDERS ON 'YOUTH WANTS TO KNOW'

Senator Ralph E. Flanders (R.-Vt.), member of the Senate Armed Services Committee and the Senate Finance Committee, will be interviewed by teen-age students on Theodore Granik's YOUTH WANTS TO KNOW program Saturday, July 17, 7:30 p.m., EDT on NBC-TV; and Sunday, July 18, 2:30 p.m., EDT, on NBC Radio. Senator Flanders will appear in place of the previously announced guest, Attorney General Herbert Brownell Jr., who will visit the program at a later date.

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### SENATORS TO DEBATE PRESIDENT'S FARM PROGRAM

"Should Congress Adopt the President's Farm Program?" will be the question to be debated by two prominent senators on Theodore Granik's AMERICAN FORUM OF THE AIR Sunday, July 18 (NBC-TV, 4 p.m., EDT; and NBC Radio, 6 p.m., EDT).

They are Senator George D. Aiken (R.-Vt.), chairman of the Senate Agriculture and Forestry Committee and member of the Senate Foreign Relations Committee, and Senator Clinton P. Anderson (D.-N.M.), member of the Senate Agriculture and Forestry Committee and the Senate Interior and Insular Affairs Committee.

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(The programs will originate in Washington, D.C.)

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NBC-New York, 7/14/54





# NBC

## TRADE NEWS

July 15, 1954

ARMOUR AND PET MILK TO ALTERNATE AS SPONSORS OF NEW  
SATURDAY NIGHT COMEDY SHOW STARRING GEORGE GOBEL

Armour and Company and the Pet Milk Company have signed as alternate week sponsors of a bright new NBC-TV Saturday night program starring comedian George Gobel, George H. Frey, NBC Vice President in charge of Television Network Sales, announced today.

The show, which will be slotted three out of four Saturdays in the 10-10:30 p.m., EST time spot starting Oct. 2, joins a power-packed Saturday night line-up of new and established hit programs that NBC has scheduled for the Fall.

Foote, Cone & Belding is the agency for Armour and Company, and Gardner Advertising Company is the agency for the Pet Milk Company.

Here is how NBC-TV's Saturday night schedule shapes up to offer the most exciting viewing for that evening in the history of TV:

7:30-8 p.m., EST -- ETHEL AND ALBERT, domestic situation comedy starring Peg Lynch and Alan Bunce, which became a popular feature in this time spot on NBC-TV last season.

8-8:30 p.m., EST -- THE MICKEY ROONEY SHOW, a new comedy series starring the youthful veteran of the movies, starting Aug. 28.

(more)





8:30-9 p.m., EST -- To be announced.

9-9:30 p.m., EST -- THE IMOGENE COCA SHOW, in which the impish co-star of the old "Your Show of Shows" will be starred in a new comedy series of her own, starting Oct. 2. (Three out of four Saturdays).

9:30-10 p.m., EST -- Completely new comedy shows starring Jimmy Durante and Donald O'Connor on alternate weeks, starting Oct. 2. (Three out of four Saturdays).

10-10:30 p.m., EST -- A new comedy series starring George Gobel, starting Oct. 2. (Three out of four Saturdays).

10:30-11 p.m., EST -- YOUR HIT PARADE, ever popular, long established and prize-winning production reviewing the nation's hit tunes of the week.

And every fourth Saturday from 9-10:30 p.m., EST, NBC-TV will present one in a series of color "spectaculars," in which producer Max Liebman will offer the top stars of Broadway, the films and television in 90-minute extravaganzas ranging over the entire field of entertainment.

As the latest addition to this line-up, comedian George Gobel is one of the most widely-heralded young comics to come along in years. A series of seven guest appearances on NBC-TV's "Saturday Night Revue" during the Summer of 1953 first brought him to the attention of the country's TV viewers, and since then he has made several appearances on other NBC-TV programs, including "Colgate Comedy Hour," "The Spike Jones Show" and "Who Said That?" His emergence as star of his own show has been eagerly anticipated by critics and public alike.

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STANDARD BRANDS BUYS MONDAY TIME SPOT ON 'HOWDY DOODY'

Standard Brands, Inc., of New York, one of the veteran sponsors of NBC-TV's high-rated daytime show for youngsters, HOWDY DOODY, will be back again on the program in the Fall.

Announcement was made today that Standard Brands has bought the 5:30-6 p.m., EDT period on Mondays for 39 weeks, starting Sept. 20. Products to be advertised are Royal Gelatin and Puddings, and Blue Bonnet Margarine. The order was placed through Ted Bates & Company. William Martin is the NBC account executive.

Starring Bob Smith, "Howdy Doody" is seen Monday through Friday from 5:30-6 p.m., EDT.

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WGR-TV TO GO ON AIR AUG. 14 AS BASIC AFFILIATE OF NBC

Station WGR-TV, Channel 2 in Buffalo, N.Y., is scheduled to start commercial operations on Saturday, Aug. 14, as a basic affiliate of the National Broadcasting Company's television network.

The new station will go on the air with 100,000 watts power, offering outstanding coverage and service to 365,000 television homes in the important Niagara frontier market, which includes Buffalo and Niagara Falls. George F. Goodyear is president of Niagara Frontier Amusement Corp., owner of the station.

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NBC-New York, 7/15/54



STANDARD BROADCASTING SYSTEM, INC., NEW YORK, N.Y.

STANDARD BROADCASTING SYSTEM, INC., of New York, has announced the purchase of WABC-TV, Inc., of New York, for \$1,000,000. WABC-TV, Inc., will be sold to Standard Broadcasting System, Inc., for \$1,000,000.

STANDARD BROADCASTING SYSTEM, INC., of New York, has announced the purchase of WABC-TV, Inc., of New York, for \$1,000,000. WABC-TV, Inc., will be sold to Standard Broadcasting System, Inc., for \$1,000,000. The purchase of WABC-TV, Inc., by Standard Broadcasting System, Inc., will result in the formation of a new company, Standard Broadcasting System, Inc., which will own and operate WABC-TV, Inc., and WABC-TV, Inc., will continue to operate as a subsidiary of Standard Broadcasting System, Inc.

WABC-TV TO GO ON AIR MON., IN AN HOUR

STATION WABC-TV, located at 125 West 47th St., New York, N.Y., is scheduled to go on the air Monday, Sept. 18, at 10:00 a.m. The station will be owned and operated by Standard Broadcasting System, Inc., which is a subsidiary of Standard Broadcasting System, Inc. The station will be owned and operated by Standard Broadcasting System, Inc., which is a subsidiary of Standard Broadcasting System, Inc. The station will be owned and operated by Standard Broadcasting System, Inc., which is a subsidiary of Standard Broadcasting System, Inc.

PAUL MacALISTER, NOTED INTERIOR ARCHITECT AND DECORATOR,  
TO APPEAR ON 'HOME' AS ADVISOR TO VIEWERS

Interior decorator and architect Paul MacAlister will appear regularly on the HOME show (NBC-TV, Mondays-Fridays, 11 a.m.-12 noon, EDT), beginning the week of Aug. 9, as consultant on the subjects of architecture, interior design and color in the home.

MacAlister's series of appearances on "Home" is planned to offer direct help to viewers in crystalizing their own ideas about what they want to accomplish in decorating a house or a room. He will show how to work out plans for decoration and how to carry out these plans; how to choose color schemes, arrange furniture, build furniture, make lighting arrangements and select wallpaper, draperies and room accessories.

Twice national president of the Industrial Designers Institute and now a Fellow of that organization, MacAlister is a graduate of the Pennsylvania Academy of Fine Arts, Philadelphia School of Industrial Art, Yale School of Architecture and the Ecole des Beaux Arts at Fontainebleau, France.

Head of his own designing firm, first in New York and more recently in Chicago, MacAlister produced the first regularly scheduled television program devoted entirely to home planning over station WNBT, New York, prior to World War II, and again in 1946 following the war. In 1949 he had two programs -- "Plan a Room" and "Interior Decoration" -- over WGN-TV in Chicago. In 1952 he created the program, "Rooms for Improvement," on WNBQ in Chicago, and a series titled "Planning Your Home" was aired over WBKB early this year.

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NBC-New York, 7/15/54

PAUL MACALISTER, HOME INTERIOR DESIGNER AND DECORATOR  
TO ASSIST ON PLANS OF DESIGN TO VIEWERS

Interior decorator and architect Paul Macalister will appear regularly on the HOME show (WEC-TV, Mondays-Fridays, 11 a.m. to 12 noon, EDT), presenting and working out of his own designs on the subjects of architecture, interior design and color in the home. Macalister's series of appearances on "Home" is planned to offer direct help to viewers in establishing their own ideas about what they want to accomplish in decorating a house or a room. He will show how to work out plans for decoration and how to carry out these plans; how to choose color schemes, arrange furniture, build furniture, make lighting arrangements and select wallpaper, draperies and room accessories.

Twice national president of the Industrial Designers Institute and now a Fellow of that organization, Macalister is a graduate of the Pennsylvania Academy of Fine Arts, Philadelphia School of Industrial Art, Yale School of Architecture and the Ecole des Beaux Arts at Montauban, France. Head of his own designing firm, first in New York and more recently in Chicago, Macalister produced the first regularly scheduled television program devoted entirely to home planning over station WNET, New York, prior to World War II, and again in 1946 following the war. In 1949 he had two programs -- "Plan a Room" and "Interior Decoration" -- over WGN-TV in Chicago. In 1952 he started the program, "Rooms for Improvement," on WNBC in Chicago, and a series titled "Planning Your Home" was aired over WKBW early this year.



NBC RADIO TO BROADCAST TALK BY GENERAL RIDGWAY

AT FIRST SESSION OF AMERICAN ASSEMBLY

Gen. Matthew Ridgway's address before the opening session of the American Assembly's three-day conference at Arden House, Harriman, N.Y., on Friday, July 30, will be broadcast by NBC Radio (network except WNBC) from 10:30 to 11 p.m., EDT.

The theme of this year's conference will be "The United States' Stake in the U.N." General Ridgway's talk will deal with this country's position in the world today from a defensive and strategic viewpoint.

The American Assembly, a non-partisan conference and research program dealing with national problems, was established at Columbia University in 1950 by President Eisenhower, then president of the University. At this year's conference, about 70 leading citizens from all sections of the country will examine the potentialities for good or bad in the proposal for a United States Charter Review Conference. Such a proposal will automatically be placed on the agenda of the U.N. General Assembly in 1955, 10 years after ratification of the original charter.

General Ridgway's address will be recorded earlier in the evening for presentation at 10:30 p.m., EDT.

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WAS RADIO TO BROADCAST TALK BY GENERAL RIDGWAY

AT FIRST SESSION OF AMERICAN ASSEMBLY

Gen. Matthew Ridgway's address before the opening session of the American Assembly's three-day conference at Alden House, Harriman, N.Y., on Friday, July 30, will be broadcast by NBC Radio (network and local WNBC) from 10:30 to 11 p.m. EDT.

The theme of this year's conference will be "The United States' Role in the U.N." General Ridgway's talk will deal with the country's position in the world today from a defensive and strategic viewpoint.

The American Assembly, a non-partisan conference and research program dealing with national problems, was established at Columbia University in 1950 by President Eisenhower, then president of the university. At this year's conference, open to leading citizens from all sections of the country will examine the potentialities for peace or war in the proposal for a United States Charter Review Conference. Such a proposal will automatically be placed on the agenda of the U.N. General Assembly in 1955, 10 years after ratification of the original charter.

General Ridgway's address will be recorded earlier in the morning for presentation at 10:30 p.m. EDT.



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TEEN-AGERS ORCHESTRA (13 BOYS AND A GIRL) WINS  
'AMATEURS OF THE YEAR' TITLE

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The Charles Masters' Teen-Agers, an orchestra composed of 14 high school students of Dureyea, Pa., today were named "amateurs of the year" by a nationwide vote.

The Teen-Agers -- 13 boys and a girl, a trumpeter -- were among the outstanding amateur performers who competed in the annual "Battle of Champions" at Madison Square Garden on Saturday, June 19, sponsored by TED MACK'S ORIGINAL AMATEUR HOUR.

A half-hour of the two-and-a-half-hour Garden program was televised in the "Amateur Hour's" regular time spot on NBC-TV (Saturdays, 8:30 to 9 p.m., EDT).

Six acts competed on the air for the honor of being selected "amateurs of the year." The televiewing audience all over the country, through telephone and written votes, which have finally been tabulated, decided that the "Teen-Agers" were the outstanding act, entitled to the \$2,000 cash prize award and the title.

Organized in September, 1952, by Charles Masters, music instructor in Duryea public schools for 27 years, the band first appeared on the "Original Amateur Hour" Jan. 16, 1954, and was an immediate hit with the program's nationwide audience. It won first place on the program three weeks in succession to qualify for the "Battle of Champions" at the Garden.

Jimmy Stevens, a tap dancer, of 699 Ellicott Street, Buffalo, N.Y., was second prize winner, and Michael McCarthy, tenor, a member of the New York police department, was voted third prize winner.

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# COLOR TELEVISION NEWS

EXPANDED STUDIO FACILITIES IN NEW YORK AND HOLLYWOOD  
WILL ENABLE NBC NETWORK TO SCHEDULE 500 HOURS  
OF TV COLOR PROGRAMMING NEXT SEASON

FOR RELEASE TUESDAY A.M., JULY 20

As the next major step in its drive toward a full national color television broadcast service, the National Broadcasting Company is developing additional studio facilities which will permit, by next Fall, the production of 12 to 15 hours of live color programs weekly. This will enable NBC, at capacity, to schedule more than 500 hours of color programming throughout the season, and will give the network color broadcast facilities surpassing by at least 300 per cent those of any other network.

Already scheduled are 33 color "spectaculars" -- 90-minute high-budgeted productions ranging across the entire field of entertainment and embracing the most distinguished of writers, producers and stars. The "spectaculars" alone will provide  $49\frac{1}{2}$  hours of top-flight programming through the season.

In addition, other live commercial programs will be produced in color on a regular or intermittent basis. The NBC color mobile unit, with its outdoor color shows, will play an important role in the Fall schedule, and a substantial number of color film programs will be telecast.

(more)





## 2 - TV Color Programming

The network's color plans for the Fall were described by Sylvester L. Weaver Jr., President of NBC, as "a major part of the network's master blueprint for the quick development of commercial color television." At the half-way mark in color's Introductory Year, Mr. Weaver pointed out, NBC, alone among the networks, has been mustering all of its facilities to translate color television from a promise to a reality for the American people.

The FCC decision of Dec. 17, 1953, which authorized compatible color television, followed by less than two weeks the appointment of NBC's new management team of Mr. Weaver as President and Robert W. Sarnoff as Executive Vice President. One of the first Weaver-Sarnoff orders was for full speed ahead on color.

Out of that order have come these significant accomplishments in color television:

1. NBC color programs are being broadcast over 31 affiliated stations across the United States. By October, with further progress in the color-conversion of network lines, 64 stations will be broadcasting in color, making colorcasts available in areas comprising 78 per cent of the nation's television homes.

2. By September, NBC will have expended \$15,000,000 in research funds earmarked for making a commercial broadcasting reality of the compatible color system pioneered and developed by NBC's parent company, the Radio Corporation of America. This figure is in addition to the \$25,000,000 already spent by RCA in the development of the system, on which present all-industry FCC standards are based.

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The purpose of this study was to determine the effect of the concentration of the solution on the rate of the reaction. The results show that the rate of the reaction increases with the concentration of the solution. The rate of the reaction is directly proportional to the concentration of the solution. The rate of the reaction is also affected by the temperature of the solution. The rate of the reaction increases with the temperature of the solution. The rate of the reaction is also affected by the surface area of the reactants. The rate of the reaction increases with the surface area of the reactants. The rate of the reaction is also affected by the catalyst. The rate of the reaction increases with the catalyst.

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### 3 - TV Color Programming

3. NBC, which for years earlier had been producing programs in compatible color, either on the air with temporary FCC authorization or on a "dry run" basis, was the only network ready when FCC approval came. Major commercial programs were put on the air at the average rate of more than two a week, with the purpose of giving all NBC programs at least one exposure in color as part of the Introductory Year plan activated by Mr. Weaver and Mr. Sarnoff. NBC presented more than 80 color programs during the first six-month period.

4. Commercial programs are being, and have been, produced in color on a rotating basis. This rotational schedule was designed to give all NBC production units an indoctrination in color, and to acquaint clients and advertising agencies with the potentialities of compatible color television.

5. NBC was the first network to transmit a color program from coast to coast, with the New Year's Day pickup from Pasadena, which was viewed in full color in 21 cities from coast to coast.

6. Commercial clinics have been held for advertising agencies, to acquaint their creative staffs with the power of the new medium as a selling tool. More than 35 agencies participated in these clinics, and more than 200 products were handled in the building of test commercials in color.

7. Indoctrination seminars were held for personnel of NBC and its affiliates, for the purpose of making available to the entire network the techniques developed by the NBC color corps in the areas of staging, lighting, costuming, makeup and scenic design.

(more)





#### 4 - TV Color Programming

8. Special demonstrations and seminars were also held for various groups, such as film producers and package designers, to acquaint these groups with standards developed by NBC research in color. NBC's undisputed leadership in color production was underlined when the network was invited to send its color team to conduct a color television workshop of the Radio and Television Executives Society.

9. An NBC mobile color unit, custom-designed by NBC engineers, has been rolling around the United States picking up various events in color. Its first use was in the color-cast of the Tournament of Roses Parade in Pasadena on Jan. 1, 1954. Subsequently it has covered such a variety of subjects as the cherry blossoms in Washington, prize fights in Madison Square Garden, the Metropolitan Museum of Art, Grant's Farm, the famed Busch estate in St. Louis, Whitnall Park in Milwaukee, and the Governor's Mansion in Columbus, Ohio.

The backbone of NBC's Fall color schedule will be the "spectaculars." Produced by Leland Hayward and Max Liebman, these super-productions will bring into the home a series of entertainment features of a scope never before undertaken in television on a regular basis.

These spectaculars, which will rotate among Saturday, Sunday and Monday on a three-out-of-four-week basis, will begin on Sept. 12 with Betty Hutton making her television debut. As a special vehicle for Miss Hutton, producer Max Liebman has commissioned the writing of a musical comedy with an original book.

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## 5 - TV Color Programming

The NBC color mobile unit is now on a "Color Caravan" tour of 10 cities. This Fall it will bring a series of special events of entertainment and cultural interest from all parts of America.

Color film programs will use recently developed color film projectors. NBC has carried on an intensive research program on color film, and from this research have come standards which have been made available to the entire film industry. Both theatrical color film and specially-produced color-television film will be broadcast, as dictated by NBC program requirements.

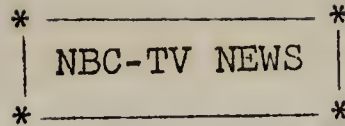
Rapid expansion of NBC colorcasting facilities is now under way in New York and Hollywood. In New York, the huge Brooklyn studios acquired from Warner Brothers will be fully equipped for color by September and will carry a large part of the color production load. In Hollywood, a new color studio is being built and equipped at a cost of \$3,600,000 and will be ready by Jan. 1, providing an added color production capacity.

Existing color studio facilities in New York are the Colonial Theatre, world's first fully equipped compatible color studio, and Studio 3-H in Radio City.

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NBC-New York, 7/16/54





'BIG STORY' EXPOSE TO HELP 50,000 EMPLOYEES  
IN DEPARTMENT STORES TO SPOT SHOPLIFTERS

The BIG STORY dramatization of a newspaperwoman's expose of shoplifting methods proved so informative that a kinescope of the NBC-TV telecast has been purchased by the Associated Merchandising Corporation for the enlightenment of 50,000 department store employes throughout the country.

The actual experience of Trudy Prokop, at that time woman's editor of the Philadelphia Daily News, was presented on "Big Story" Friday, Feb. 26, 1954 (9 p.m., EST). It was seen by executives of the Merchandising Corporation, who felt that it could provide many useful tips in helping department store sales personnel to spot shoplifters.

The kinescope will be used jointly by protection managers and training directors of 26 department stores all over the country. Miss Prokop, who is much interested in the project, plans to make personal appearances at some of the showings of the kinescope.

"Big Story," now on Summer vacation, will return to NBC-TV Friday, Sept. 10 (9 p.m., EDT). It regularly presents dramatizations of authentic experiences of newspaper reporters and editors in covering their most outstanding assignments.

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NBC-New York, 7/16/54







## TRADE NEWS

July 19, 1954

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| SPONSORS ORDER 153 MORE PARTICIPATIONS IN 'TODAY' |

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Five new orders and one renewal for a total of 153 participations were announced Monday, July 19, for TODAY, as NBC-TV's pioneering early morning news and special events program continues to add to its already impressive list of clients.

Grove Laboratories Inc. of St. Louis, maker of Fitch Shampoo, has ordered 78 participations, beginning Oct. 4, through Harry B. Cohen Advertising Co., Inc., of New York.

Owens-Corning Fiberglas Corp. of New York, manufacturer of textile products, ordered 17 participations, starting Sept. 13, through McCann-Erickson Inc. of New York.

The American Express Company of New York ordered 15 participations, starting July 21, through Benton & Bowles Inc. of New York.

Prince Gardner Company, Inc., of St. Louis, maker of leather wallets and billfolds, ordered 12 participations, starting Nov. 26, through Grey Advertising Agency Inc. of New York.

Campbell Soup Company of Camden, N.J., ordered five participations, starting Nov. 1, through Grey Advertising Agency Inc. of New York.

The renewal came from Coast Fisheries Division of the Quaker Oats Company of Wilmington, Calif., for 26 participations, starting Aug. 24, through Lynn Baker Inc. of New York.

"Today" stars Dave Garroway and is seen Monday through Friday from 7-9 a.m., EDT and CDT.

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NBC-TV TO CARRY HERBERT HOOVER'S 80TH BIRTHDAY ADDRESS

An address by former President Herbert C. Hoover on the occasion of his 80th birthday will be telecast by NBC-TV Tuesday, Aug. 10 (5:30-6 p.m., EDT), from a celebration to be given in his honor at his birthplace in West Branch, Iowa. The address will climax an all-day series of anniversary events which have been planned by a committee of Iowa's leading citizens.

The special telecast will cancel "Howdy Doody" on this date only.

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AN NBC TV AND RADIO PROGRAM

TEEN-AGE STUDENTS TO QUESTION SENATOR MORSE

Senator Wayne Morse, Oregon Republican who prefers to sit as an Independent in the Senate, will be interviewed by teen-age students on Theodore Granik's YOUTH WANTS TO KNOW program Saturday, July 24, 7:30 p.m., EDT on NBC-TV; and Sunday, July 25, 2:30 p.m., EDT on NBC Radio. The program originates in the NBC studios in Washington, D.C.

Senator Morse will be questioned on foreign policy, chances of a GOP victory in the November elections and other current issues. The unrehearsed questions will be asked by Washington area high school students who will participate in the program under auspices of the American Legion.

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## TRADE NEWS

July 20, 1954

ATTENTION, SPORTS EDITORS

NBC TO TELECAST FULL-HOUR SPORTS SHOW, FROM NEW YORK  
AND VANCOUVER, WITH BANNISTER-LANDY MILE  
'DREAM RACE' AS MAIN EVENT

NBC-TV will frame its exclusive telecast of the Roger Bannister-Jack Landy "dream race" at the British Empire Games in Vancouver, B.C., on Saturday, Aug. 7, with a full-hour program originating in both New York and Vancouver and featuring some great names in American sport (5 to 6 p.m., EDT).

Ben Grauer, veteran NBC commentator, will open the program in New York, playing host to a distinguished group of guests. These will include Kenneth (Tug) Wilson, president, and Asa Bushnell, secretary, of the U.S. Olympic Committee; Wes Santee, America's champion miler, now stationed at the Marine Corps Base in Quantico, Va.; and Jesse Abramson, track and field expert for the New York Herald Tribune.

Santee, "the Kansas Comet," himself is regarded a serious threat to the four-minute mile, as he has been clocked in 4:00.6. Bannister, now a doctor, became the first man in track history to

(more)





break the four-minute mile mark when, on May 6, he ran the distance at Oxford in 3:59.4. Landy, a 24-year-old Australian, shaded 1.4 seconds from this world record in Turku, Finland, on June 21, when he was clocked in an amazing 3:58.

Films of both these remarkable performances will be shown on the New York portion of the program.

The arrival at the British Empire Games of the Duke of Edinburgh, Queen Elizabeth's official representative, will immediately precede the running of the mile. As soon as the Duke arrives at the stadium, NBC-TV will switch to Vancouver and commentator Steve Douglas, formerly an NBC sportscaster in Washington, D.C.

Bannister and Landy, despite the immense distinction each bears as a competitor, will not have the track to themselves, by any means. Many experts feel that New Zealand's Murray Halberg, who already has a 4:04.4 mile to his credit, represents a very serious threat.

Transmission of the telecast, which will be seen in the U.S. exclusively on NBC-TV, was arranged in cooperation with the Canadian Broadcasting Corporation. Although a CBC-TV crew will make the actual telecast, the signal will be beamed from Vancouver to Seattle, thence via closed circuit across the U.S. to Buffalo. There it will be fed to the NBC-TV and CBC-TV networks.

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NBC-New York, 7/20/54





# NBC

"today"



Attention: Sports Editors

\*-----\*

\$25,000 PRIZE FOR AN ACE ON THE LINKS

- - -

Top Golfers to Compete in 'Today's' Second Annual Hole-in-One  
Contest at Tam O Shanter Club; Other Prizes Offered

\*-----\*

A prize of \$25,000 will be offered by NBC-TV's TODAY program to the golfer who sinks an ace in the program's Second Annual Hole-in-One Golf Tournament, to be held Monday morning, Aug. 9 at Chicago's Tam O Shanter Country Club.

In addition to the hole-in-one money, the George S. May Co. of Chicago will put up \$5,000 prize money to be divided among golfers hitting closest to the pin with the best of two shots. Thirty-six top professional golfers will try for the ace from approximately 150 yards on the 16th hole at Tam O Shanter. They include 24 leading American male money winners of this year, among them Ed Furgol, National Open champ; Lloyd Mangrum, host pro at Tam O Shanter, Julius Boros, Proky Oliver and Bob Toski. Six top American golfers and six outstanding foreign golfers will round out the card.

First prize for the shot closest to the pin will be \$2,000. Second money will be \$1,000, with successive prizes in a descending scale of \$500, \$400, \$300, \$200 and \$100. The remaining \$500 will be held in reserve to be given as \$25 awards to golfers landing a ball

(more)



2 - 'Today'

within a 12-foot circle around the cup. Thus it is possible for a contestant to win a total of \$27,025 -- for sinking an ace, taking first prize money and picking up \$25 for being within the 12-foot circle.

The 1953 tournament was won by Jay Hebert of Woodmere, L.I., N.Y., whose second shot rolled to within three feet, six inches of the pin, for a \$2,000 prize. The contest is popular with name golfers, who have only to rise earlier than usual to compete in the televised event for a chance to win the kind of money they usually pursue through four days and 72 holes of high tension tourney golf.

"Today," the early morning news and special feature program on which the Hole-in-One event will be telecast, is seen Monday through Friday, 7-9 a.m., EDT and CDT, over the NBC-TV network.

-----O-----

NBC-New York, 7/20/54



with a 12-foot circle around the eye. Thus it is possible for a  
 contestant to win a total of \$25,000 - the winning prize, which  
 first goes money and making up for the prize which the 12-foot

circle.

The 1955 tournament was won by the Henry of Houders,  
 L.I., N.Y., whose second goal rolled to within three feet, his losses  
 of the game, for a \$2,000 prize. The amount is smaller than  
 before, who have only to the winner than used to be in the  
 delayed event for a chance to win the kind of money they usually  
 receive through four days and 12 holes of blind tournament play.  
 "Today," the only exciting news and special feature  
 program on which the Houders and event will be featured, is seen  
 Monday through Friday, 7-9 a.m., but not over the NBC-TV

network.

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END-Now York 17-20/55

# NBC COLOR TELEVISION NEWS

## NBC COLOR TELECASTS FOR WEEK

(July 25 - 31)

(NBC-TV Network including WNBT)

### Wednesday, July 28

7-9 a.m., EDT and CDT, on TODAY, and

11 a.m. - 12 Noon, EDT, on HOME: An 8-to-15 minute pickup by  
NBC color mobile unit from Philadelphia rookie fire demonstration.

### Thursday, July 29

10-10:30 p.m., EDT: THE MARRIAGE, starring Hume Cronyn  
and Jessica Tandy.

### Friday, July 30

7-9 a.m., EDT and CDT, on TODAY, and

11 a.m.-12 Noon, EDT, on HOME: An 8-to-15 minute pickup by  
NBC color mobile unit from Philadelphia Art Museum.

\* \* \* \*

(WNBT only)

### Monday, July 26 through Friday, July 30

1:30-2 p.m., EDT: HERE'S LOOKING AT YOU, with Richard  
Willis.

-----O-----

NBC-New York, 7/20/54





# NBC

## "today"



GALA BON VOYAGE PARTY MARKS START OF  
J. FRED MUGGS' TRIP AROUND WORLD

J. Fred Muggs, the world-traveling chimpanzee from NBC-TV's TODAY program, took off last night (July 20) on the first leg of his junket. Accompanied by his co-owners, Roy Waldron and Bud Mennella; Mary Kelly of the "Today" staff and cameraman Si Avnet, the simian star departed from New York's International Airport via Pan American World Airways "Clipper" at 6 p.m., EDT.

Muggs was cheered on his way by a bon voyage party attended by the press, the "Today" production staff and Lilo, the French musical comedy star. The group, numbering well over 100, assembled at the airport. Amid the popping of flash bulbs and the whirring of movie cameras, Muggs and Lilo got their heads together while the French star told the chimp star how to comfort himself on what has come to be known as the "Chimps Elysees."

In the best of showbusiness tradition, the "Today" program this morning (July 21) carried on without Muggs, consoled by the knowledge that soon the exclusive film stories of Muggs' adventures in exotic places will be winging back to the U.S.A. These films will be shown on "Today" for all the Muggs fans who are following the progress of his global circuit.

The early morning news and special feature program is seen Monday through Friday, 7-9 a.m., EDT and CDT, over the NBC-TV network.

-----O-----

NBC-New York, 7/21/54



THE UNIVERSITY OF CALIFORNIA  
LIBRARY

1. The first of the two main parts of the book is devoted to a discussion of the general principles of the theory of the structure of the atom. The second part is devoted to a discussion of the specific properties of the various elements of the periodic table. The book is written in a clear and concise style, and is suitable for use as a text book in a course in atomic physics. The author is a well-known expert in the field, and his treatment of the subject is both thorough and up-to-date. The book is a valuable addition to the library of any student of physics.

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\*-----\*

'MISS FRANCES' TO PRODUCE 'DING DONG SCHOOL'

\*-----\*

Dr. Frances Horwich will take over active production of NBC-TV's DING DONG SCHOOL on Aug. 2 in addition to continuing as the program's "Miss Frances."

At that time Leonard Salvo Jr. will become the program's director. Reinald Werrenrath Jr., who has been the producer-director, will devote his attention to other Chicago-originated NBC-TV shows.

-----O-----

DRAMA-DOCUMENT TO MARK FIRST ANNIVERSARY OF KOREAN  
ARMISTICE PACT, WITH FREDRIC MARCH AS NARRATOR

Film and stage star Fredric March will be narrator for "The Long Walk," a drama-documentary to be broadcast by NBC Radio Tuesday, July 27 (network except WNBC, 10:30-11 p.m., EDT), in observance of the first anniversary of the signing of the Korean armistice agreement.

The script tells a true story of what has happened in Korea, what is happening now and what perhaps is going to happen. It underscores the work of the United Nations Korean Reconstruction Agency. Its title comes from "Arrirang," a folk song that has been a tradition in Korea for centuries and is today a symbol of the country's fight for freedom and a united independent homeland.

"The Long Walk" will be produced in cooperation with United Nations Radio.

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NBC-New York, 7/21/54





OK

HAL CRANTON IS APPOINTED SENIOR WRITER  
OF NBC-TV NETWORK SALES PRESENTATIONS

Hal Cranton, formerly assistant director of national promotion for the Broadcast Advertising Bureau, Inc., has been appointed senior writer of NBC-TV network sales presentations. David H. Hedley, manager of NBC-TV sales presentations, said today. In his new post, Cranton will be assigned to write presentations exclusively for account executives of NBC's Eastern Sales Division.

Before working for BAB, Cranton was a presentation writer for CBS Radio spot sales. He also was an advertising and promotion writer for ABC, and in 1950 was writer and director of "The Bobby Benson TV Show" on WOR-TV in New York.

Cranton, his wife and their four-year-old daughter, Nina, live in the Bronx, New York.

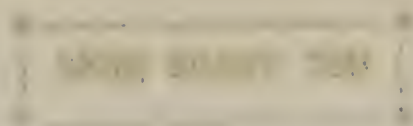
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SENATOR CAPEHART TO 'MEET THE PRESS'

Senator Homer Capehart (R.-Ind.), a member of the Senate Foreign Relations Committee and the Senate Banking and Currency Committee, will MEET THE PRESS Sunday, July 25 (NBC-TV, 6 p.m., EDT; NBC Radio, 10:30 p.m., EDT).

He will be interviewed by newsmen Richard Wilson of the Cowles Newspapers Publications, May Craig of the Portland (Maine) Press-Herald and Lawrence Spivak, producer and regular panel member of "Meet the Press." Ned Brooks of the NBC Washington News Bureau will be moderator. The program will originate in the NBC studios of the Sheraton Park Hotel in Washington, D.C.

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ALL INFORMATION CONTAINED HEREIN  
IS UNCLASSIFIED DATE 01-10-2001 BY 60322

The Bureau, through its various divisions, is responsible for the collection, processing, and dissemination of information for the Department of Justice. The Bureau is also responsible for the management of the Department's information resources. The Bureau is organized into several divisions, each of which is responsible for a specific area of the Department's information needs. The Bureau is also responsible for the coordination of the Department's information activities. The Bureau is the central point of contact for all information needs of the Department. The Bureau is also responsible for the development and implementation of the Department's information policy. The Bureau is the primary source of information for the Department. The Bureau is also responsible for the maintenance of the Department's information system. The Bureau is the central point of contact for all information needs of the Department. The Bureau is also responsible for the development and implementation of the Department's information policy. The Bureau is the primary source of information for the Department. The Bureau is also responsible for the maintenance of the Department's information system.

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# NBC COLOR TELEVISION NEWS

MARY MARTIN WILL STAR IN FIRST LELAND HAYWARD MONDAY NIGHT  
COLOR EXTRAVAGANZA ON NBC-TV IN NOEL COWARD DRAMAS OCT. 18

- - -

Three 'Tonight at 8:30' One-Act Plays Will Have David Niven,  
Joseph Cotten, Cyril Ritchard in Roles Opposite Miss Martin

Mary Martin will star in the first of Leland Hayward's  
Monday night color extravaganzas on NBC-TV, Oct. 18 (8-9:30 p.m.,  
EST), playing the lead in three playlets of Noel Coward's "Tonight at  
8:30."

David Niven, Joseph Cotten and Cyril Ritchard have been  
cast opposite Miss Martin in "Red Peppers," "Still Life" and "Shadow  
Play," the three playlets Hayward has chosen from the nine one-act  
plays which comprised the original "Tonight at 8:30."

"Red Peppers" is the story of an interlude, between acts,  
of a quarrel-picking, husband-and-wife dance team, George Pepper  
(Cyril Ritchard) and Lily Pepper (Miss Martin).

Ritchard, an Australian stage star and director, is compara-  
tively new to the American scene. He appeared with Katharine Hepburn  
in George Bernard Shaw's "The Millionairess," and is currently star-  
ring with Miss Martin in "Peter Pan" in San Francisco. Ritchard also  
directed Shaw's "Misalliance," "The John Murray Anderson Almanac" and  
the Metropolitan Opera version of "The Barber of Seville."

In "Red Peppers" Miss Martin portrays a petulant, caustic-  
tongued wife. "Still Life," later adapted as the movie hit, "Brief

(more)



## 2 - Leland Hayward

"Encounter," casts her in the role of a respectable English housewife who suddenly finds herself in love with a physician (played by Joseph Cotten). Cotten is noted for his performances in the Broadway play, "Sabrina Fair," and the motion pictures, "Citizen Kane" and "Shadow of a Doubt."

"Shadow Play" is told in the fantastic dream of a socially impeccable wife (Miss Martin), whose husband (David Niven) has unexpectedly announced his desire for a divorce. In her dream, she re-lives her courtship and marriage and strives to understand the reasons for her husband's divorce demands. Niven's great motion picture triumphs include the hits, "Stairway to Heaven" and "Dodsworth."

"Tonight at 8:30" brings Miss Martin back to the nation's television screens in a presentation of the magnitude of Hayward's unforgettable "Ford Anniversary Show." The selection of Miss Martin, veteran stage and screen actors Niven and Cotten and the newcomer Ritchard, are in keeping with Hayward's promise to bring new and established show personalities to the television audience in fresh and exciting vehicles.

Coward's "Tonight at 8:30" was a sensational hit in London and New York, opening in New York in 1936, with the late Gertrude Lawrence starred in "Red Peppers," "Still Life" and "Shadow Play." Coward played the male leads in all of the one-act series.

Scenery for the color extravaganza will be designed by Cecil Beaton, famed British interior decorator, and executed by William Molyneux, NBC scenic designer.

Music will be under direction of Jay Blackton, who conducted the orchestra for such hits as "Annie Get Your Gun," "Oklahoma!", "Wish

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3 - Leland Hayward

You Were Here" and "Call Me Madam." He currently is working on the movie version of "Oklahoma!"

The Hayward series of 13 shows will be seen every fourth Monday, beginning Oct. 18. The shows will originate in compatible color from NBC's Brooklyn Studio, world's largest color television studio, and will be seen in black and white on the nation's monochrome sets.

Richard Whorf will be the associate producer for the Hayward productions.

The Ford Motor Company and the Radio Corporation of America will share sponsorship -- 45 minutes each -- of the 13 programs. The agency is Kenyon & Eckhardt, Inc.

The Hayward series schedule:

Oct. 18  
Nov. 15  
Dec. 13  
Jan. 10  
Feb. 7  
March 7  
Apr. 4  
May 2  
May 30  
June 27  
July 25  
Aug. 22

(One additional  
date to be announced)

-----O-----

NBC-New York, 7/22/54





# NBC

## TRADE NEWS

July 22, 1954

### NBC RADIO'S 'BOB HOPE SHOW' RENEWED BY AMERICAN DAIRY: SERIES TO BE HEARD IN NEW THURSDAY TIME-SPOT

The American Dairy Association, Inc., has renewed THE BOB HOPE SHOW for the 1954-55 season on the full NBC Radio Network, it was announced today. The new contract calls for moving the Hope night-time stanzas from Friday to Thursday nights in the 8:30 to 9 p.m., EST, time-spot, starting Oct. 28.

The program, which marks Hope's 17th season on the air, will be used to promote the increased use of all dairy products. The advertising agency is Campbell-Mithun Inc., of Minneapolis.

Hope, who is under exclusive radio and TV contract to NBC, has long reigned as one of the great comedy personalities in show-business.

The comic first broke into radio in 1932. On Sept. 27, 1938, he began his own NBC radio series, which for years has rated among the top programs in radio. He made his TV debut over NBC on Easter Sunday, 1950.

A movie star with many top pictures to his credit, Hope has also starred in Broadway musicals and on the vaudeville stage. English by birth, he is a naturalized American citizen and calls Cleveland his home town.

(more)



## 2 - Hope

A master of the quick gag and fast repartee, Hope made his first professional stage appearance as half of a male dance team in a Fatty Arbuckle show in Cleveland. He and his partner, George Byrne, played in vaudeville, musical comedy road shows and on Broadway. During a theatre engagement, Hope was asked to announce the following week's show. He gagged the announcement with some funny remark of his own and the audience roared with laughter. That ended his career as a dancer.

He developed a solo song-and-comedy act, working first in vaudeville circuits and later in New York, where he hit the big time in such Broadway musicals as "Ballyhoo," "Ziegfeld Follies" and "Red, Hot and Blue." Hope is married to the former Dolores Reade. They have four adopted children.

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NBC-New York, 7/22/54







## TRADE NEWS

July 22, 1954

### ALLIS-CHALMERS RENEWS 'FARM AND HOME HOUR'

ON NBC RADIO FOR TENTH CONSECUTIVE YEAR

The Allis-Chalmers Manufacturing Company will begin its tenth year of sponsorship of the NATIONAL FARM AND HOME HOUR Saturday, Sept. 4 (1 p.m., EDT), it was announced today by the National Broadcasting Company.

The 52-week contract renewal by the makers of tractors and farm equipment is for the full NBC Radio Network. The renewal was placed through the Bert S. Gittins Advertising Agency.

The program, in its 26th continuous year on the air, emphasizes service and information. It presents on-the-spot agricultural features, farm news and market reports from the U.S. Department of Agriculture in Washington, and musical entertainment.

There are many "firsts" credited to the program including: first NBC network program from Chicago; first farm program aired on a national network; first program to use extensive remote pickups, and first commercial program produced in cooperation with a government agency. Secretary Benson is the seventh U.S. agriculture chief to use the "National Farm and Home Hour" microphones.

(more)





2 - 'Farm and Home Hour'

In its 25 years on the air, the program has broadcast eye-witness reports from hundreds of agricultural events, with regular annual visits to such major shows as the International Livestock Exposition. In recent years the program has presented short-waved and recorded farm features from abroad --many reported by Everett Mitchell, host of the program, during his world tours. A regular feature on the program is a report on farm news and markets by Ken Gapen, radio chief of the USDA in Washington. Behind the scenes of the veteran farm program are Milton Bliss, NBC's agricultural representative, and Herbert Lateau, production director.

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NBC-New York, 7/22/54

On May 25, 1964, the President's Commission on the Assassination of President John F. Kennedy was established. The Commission was composed of seven members, including the President's representative, the Vice President, the Speaker of the House, the Chief Justice, and three members appointed by the President. The Commission was charged with the task of investigating the assassination of President Kennedy and reporting to the President and the Congress. The Commission held numerous public hearings and received many suggestions and recommendations from the public. The Commission's report, "Report of the President's Commission on the Assassination of President John F. Kennedy," was released on September 24, 1964. The report concluded that the assassination of President Kennedy was the result of a conspiracy involving several individuals, including Lee Harvey Oswald, who was the assassin. The report also recommended that the Federal Bureau of Investigation (FBI) should be given the authority to investigate and prosecute individuals who are involved in the assassination of a President or a Vice President.

CONGRESSMEN TO DEBATE ON SESSION'S ACCOMPLISHMENTS

"What Has the 83rd Congress Accomplished?" will be the question to be debated by two prominent Congressmen on Theodore Granik's AMERICAN FORUM OF THE AIR Sunday, July 25 (NBC-TV, 4 p.m., EDT; and NBC Radio, 6 p.m., EDT).

They are Representative Hugh Scott (R.-Pa.), member of the House Rules Committee, a key figure in the 1952 Eisenhower campaign and former chairman of the National Republican Committee; and Representative John W. McCormack (D.-Mass.), minority whip of the House and member of the Government Operations Committee. The program will originate in NBC studios in Sheraton Park Hotel, Washington, D.C.

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CLAUDE TRAVERSE TO ADDRESS NORTHWESTERN-NBC TV INSTITUTE

Claude Traverse, color TV unit manager for NBC, will be the principal speaker at the Northwestern University-NBC Television Institute banquet at Merchandise Mart, Chicago, Friday, July 30.

Traverse will discuss the progress made in color TV during the past year, and will outline network color programming for the coming year. The Institute includes members of the television teaching profession and public relations and advertising executives.

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## TRADE NEWS

July 23, 1954

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PERSONS WHO ESCAPED FROM BEHIND THE IRON AND BAMBOO CURTAINS  
TO BE INTERVIEWED ON NEW NBC RADIO SERIES, 'THE WITNESS'

- - -

Dramatic First Person Stories to Be Revealed in Exclusive  
Interviews by NBC Commentator Pauline Frederick

\*-----\*

Exclusive interviews with persons who escaped from behind the Iron and Bamboo Curtains will be presented in a new weekly series, THE WITNESS, which starts on NBC Radio Sunday, Aug. 1, 1-1:30 p.m., EDT.

Scientists, diplomats, government officials, army officers, all fleeing to America from Communism in their homelands, will offer the heretofore untold stories of persons and events in that "other world."

The guests (many of whom will have to use pseudonyms to prevent reprisals against family and friends still behind the Iron and Bamboo Curtains) will be interviewed by NBC commentator Pauline Frederick, winner of the 1953 Alfred I. DuPont Award for Journalism.

Among the escapees from Communism to appear will be a former French officer who spent several months as house guest of Chou En Lai, premier of Red China; a Russian electronic expert who taught at Moscow's Military Institute of Foreign Languages, scene of training

(more)





2 - The Witness

for Russian espionage agents; a German scientist who helped develop the Russian MIG fighter-plane; several students who traveled and studied in the inner provinces of Russia and Manchuria; and the former chief of Harbin, Manchuria, and later the top police official in Nanking, China, under the Red regime.

Wade Arnold will be producer of "The Witness," which will originate in the NBC New York studios.

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NBC-New York, 7/23/54



\*-----\*

'AMERICAN INVENTORY' HONORED BY AMERICAN HEART ASSOCIATION  
WITH BLAKESLEE AWARD FOR 'MECHANICAL HEART' TELECAST

\*-----\*

The American Heart Association has honored an NBC television program for outstanding reporting on heart and blood vessel diseases.

The association has named AMERICAN INVENTORY as the television winner of its second annual Howard W. Blakeslee Awards, established in memory of the late science editor of the Associated Press. The awards this year are in four categories -- newspapers, magazines, television and books. Each of the four awards is accompanied by a \$500 cash prize.

"American Inventory" was cited for "The Mechanical Heart," a documentary television program presented on NBC-TV from Harper Hospital, Detroit, on Feb. 15, 1953. The program was produced by William Hodapp and Robert Wald, and directed by Laurence Schwab Jr., with the assistance of the staff of WWJ, Detroit, and the cooperation of the General Motors Corporation and the Michigan Heart Association.

The awards will be presented on Tuesday evening, Sept. 14, at a banquet to be held in conjunction with the Second World Congress of Cardiology and the 27th scientific sessions of the American Heart Association, which will convene in Washington, D.C., Sept. 12-17.

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NBC-New York, 7/23/54







SPOT SALES

# *News*

## RCA BUYS SCHEDULE OF SPOTS AND PARTICIPATIONS IN SIX MARKETS

The Radio Corporation of America has contracted for a series of participations and one-minute spots on radio and television for its products and services. The campaign starts in six major markets on August 2nd, 1954.

The contract was placed through NBC Spot Sales by Kenyon & Eckhardt, advertising agency for RCA. The six markets include: WNBC-WNBT, New York; WRC-WNBW, Washington, D.C.; WTAM-WNBK, Cleveland; WMAQ-WNBQ, Chicago; KNBC, San Francisco; and KNBH, Los Angeles.

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NBC-New York, 7/23/54







SPOT SALES

# News

## LISSANCE JOINS NBC SPOT SALES

Appointment of Daniel M. Lissance as manager of sales development and research for NBC Spot Sales was announced today by H.W. Shepard, manager of new business and promotion.

"Lissance will be responsible for all research activities and for all sales presentations," Shepard said. "He brings to NBC Spot Sales a rich background in sales promotion techniques and market research."

Lissance came to NBC Spot Sales from the Emil Mogul Company, where he was assistant director of research. For two years before that he was research account executive with Grey Advertising (1952-1954) and from 1950 to 1952 was with Facts, Inc., as director of marketing research. From 1946 to 1950, Lissance was study director with the Market Research Company of America, and in 1945-1946 was with Columbia University's Bureau of Applied Social Research. Lissance graduated from the College of the City of New York in 1949 with a degree in psychology and social science, and did graduate work at the New School of Social Research. He is married and lives in New York.

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NBC-New York, 7/23/54





## TRADE NEWS

July 26, 1954

HAZEL BISHOP INC. TO SPONSOR MARTHA RAYE SHOWS ON NBC-TV

- - -

Comedienne to Star in Once-a-Month Tuesday Night

Variety Series During 1954-55 Season

Hazel Bishop, Inc., of New York, has signed to present dynamic comedienne Martha Raye in a series of once-a-month, full-hour Tuesday night variety shows to be seen on NBC-TV during the 1954-55 season, George H. Frey, NBC Vice President in charge of Television Network Sales, said today.

The series, scheduled for the 8-9 p.m. Tuesday time-spot, will kick-off Sept. 28 and will be seen every fourth Tuesday thereafter throughout the season.

Raymond Spector Company, Inc., of New York is the agency for Hazel Bishop, Inc., and William Martin is the NBC account executive.

The new series will mark Miss Raye's fourth season as one of NBC's leading comedy stars. During this time, she has established herself as one of the most versatile comic personalities in television, to add to her already impressive reputation as an outstanding nightclub and film performer. Until the 1953-54 season, she appeared about

(more)





2 - Martha Raye

once a month on NBC-TV's "All Star Revue" series, rotating with other name comics. However, the tremendous acclaim from critics and public alike prompted NBC to drop the "All Star Revue" title last season for her appearances and to present the voluble comedienne in a show of her own on a regular basis.

Her shows for Hazel Bishop color cosmetics will be seen on Sept. 28, Oct. 26, Nov. 23, Dec. 21, Jan. 18, Feb. 15, March 15, April 12, May 10 and June 7.

Milton Berle will star in 20 other shows in that time period for the Buick Motor Division of General Motors Corporation, and Bob Hope in six for General Foods Corporation.

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NBC-New York, 7/26/54





July 26, 1954

'MY UTOPIA' IS SUBJECT FOR NBC PRESIDENT WEAVER, PROF. BARZUN  
AND PLAYWRIGHT CONNELLY ON NBC RADIO'S 'CONVERSATION'

Sylvester L. Weaver Jr., President of NBC; Jacques Barzun, author and professor of history at Columbia University, and Marc Connelly, the noted playwright, will join host Clifton Fadiman in CONVERSATION Sunday, Aug. 1 (7:30 p.m., EDT), on NBC Radio. Their general theme will be "My Utopia."

"Conversation" is a weekly program dedicated to the art of good talk. Since its bow on the NBC Radio Network a month ago, the talk has turned to what makes us laugh, pet gripes and grouses, the compensations of middle age, and American women. Among the guest conversationalists have been Bennett Cerf, author-publisher; Dr. Bergen Evans, Northwestern University professor of literature; Al Capp, the cartoonist; and humorists H. Allen Smith, Steve Allen and Sam Levenson.

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NBC RADIO TO PRESENT CHICAGO SYMPHONY ORCHESTRA  
IN FOUR CONCERTS, WITH FRITZ REINER CONDUCTING

FOR RELEASE SUNDAY, AUG. 1 --

The Chicago Symphony Orchestra will be heard in four broadcasts on the NBC Radio network in the 1954-55 season under direction of Fritz Reiner, conductor and music director of the orchestra. The four concerts will be broadcast on Saturday evenings at 8:30 p.m., EST on Oct. 23, Nov. 20, Dec. 11 and Feb. 12.

The Chicago Symphony Orchestra broadcasts will be part of a symphonic series of concerts on Saturday evenings which will feature the Boston Symphony Orchestra in 26 concerts, starting Oct. 9 and continuing -- except for six weeks -- until May. Orchestras for the concerts on Jan. 15 and March 12 will be announced.

Dr. Reiner was appointed regular conductor and music director of the Chicago Symphony Orchestra in the Fall of 1953. He had previously been conductor at the Metropolitan Opera, the Pittsburgh Symphony, the Philadelphia Orchestra, the Cincinnati Symphony and the NBC Symphony. Dr. Reiner had a brilliant career in Europe before coming to this country in 1922. He became an American citizen in 1928.

The Chicago Symphony Orchestra is one of America's most distinguished symphonic organizations. It was founded in 1891 by Theodore Thomas, making it the nation's third oldest symphony orchestra.

The broadcasts will originate in Chicago's Orchestra Hall and will be transmitted through Chicago station WMAQ.

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NBC-New York, 7/26/54



THE CHICAGO SYMPHONY ORCHESTRA  
IN THE CHICAGO CONCERT HALL

TO THE CHICAGO SYMPHONY ORCHESTRA

The Chicago Symphony Orchestra will be heard in four  
concerts on the NBC Radio Network in the 1935-36 season under direction  
of Walter Reuter, conductor and music director of the orchestra. The  
four concerts will be broadcast on Saturday evenings at 8:15 p.m.,  
Oct. 26, Nov. 2, Nov. 19, Dec. 11 and Feb. 11.

The Chicago Symphony Orchestra's season will be the  
symphonic series of concerts on Sunday afternoon which will feature  
the Boston Symphony Orchestra in 32 concerts, starting Oct. 2 and  
continuing -- except for one week -- until May. Orchestras for the  
concerts on Jan. 15 and March 15 will be announced.

Mr. Reuter was appointed music director and music director  
of the Chicago Symphony Orchestra in the fall of 1933. He has  
previously been conductor of the Metropolitan Opera, the Pittsburgh  
Symphony, the Philadelphia Orchestra, the Cincinnati Symphony and the  
New York Symphony. Mr. Reuter has a brilliant career in Europe before  
coming to this country in 1925. He became an American citizen in 1930.

The Chicago Symphony Orchestra is one of America's most  
important symphonic organizations. It was founded in 1892 by  
Theodore Thomas, known as the father of the American symphonic  
orchestra.

The orchestra will originate in Chicago's Orchestra Hall  
and will be transmitted through Chicago station WGN.

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1935-1936 Season, 1935-1936



## COLOR TELEVISION NEWS

\*-----\*

'LADY IN THE DARK,' STARRING ANN SOTHERN, TO START  
SATURDAY SERIES OF 1½-HOUR LIEBMAN COLOR PROGRAMS

-----  
Moss Hart Play With Kurt Weill Music Was Big Broadway Hit

\*-----\*

Ann Sothern will star in the first of Max Liebman's Saturday night series of 90-minute color productions when she plays the leading role in "Lady in the Dark," on NBC-TV, Sept. 25 (9 p.m., EDT). Miss Sothern will play the role of Jenny made famous in the original musical comedy by Gertrude Lawrence.

Best-known for her light comedy portrayal of the role of Maisie in motion pictures and the title role in the television comedy series "Private Secretary" (NBC-TV, Saturdays, 10:30 p.m., EDT), Miss Sothern began her theatrical career as a musical comedy actress in motion pictures.

Early films included such musicals as "Let's Fall in Love" and "Melody in Spring." Later her career expanded to include dramatic roles such as one of the wives in the highly successful "Letter to Three Wives," after which she returned to musical comedy roles in such pictures as "Words and Music" and "Nancy Goes to Rio."

"Lady in the Dark," Moss Hart's story of a magazine editor whose personal unhappiness and confusion lead her to seek solace and recovery in psychoanalysis, has a musical score composed by Kurt Weill with lyrics by Ira Gershwin. It is a "musical play" as opposed to "musical comedy" and was presented originally on Jan. 23, 1941, at the  
(more)





2 - 'Lady in the Dark'

Alvin Theatre in New York City. In addition to Miss Lawrence, the original cast included Macdonald Carey, Victor Mature and comedian Danny Kaye, all of whom used the show as a springboard to national fame and success in motion pictures and the legitimate theatre.

Brooks Atkinson of the New York Times commented following opening night of "Lady in the Dark," that it had "the finest score written for the theatre in years" and that Moss Hart "tells a compassionate story triumphantly."

The leading role in the production is an extremely taxing one since it calls for great variety of mood as well as a wide range of age portrayals. During the meditative sequences, the magazine editor returns in her memories to her girlhood, followed in immediate sequence by a return to maturity.

The motion picture version of "Lady in the Dark" starred Ginger Rogers in the Jenny role.

Producer Liebman has not yet announced the other cast members for his production of "Lady in the Dark."

The program will be sponsored by the Oldsmobile Division, the General Motors Corporation. The agency is D.P. Brother and Co.

Liebman's Saturday night series will be presented on:

Sept.	25
Oct.	23
Nov.	20
Dec.	18
Jan.	15
Feb.	12
Mar.	12
Apr.	9
May	7
June	4
July	2
July	30
Aug.	27

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NBC-New York, 7/27/54





## COLOR TELEVISION NEWS

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NBC COLOR TELECASTS FOR WEEK (August 1 - 7)

(NBC-TV Network including WNBT):

Thursday, Aug. 5, 10-10:30 p.m., EDT --

THE MARRIAGE - starring Hume Cronyn and  
Jessica Tandy.

\* \* \*

(WNBT only):

Monday, Aug. 1 through Friday, Aug. 6,

1:30-2 p.m., EDT --

HERE'S LOOKING AT YOU - with Richard  
Willis.

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NBC-New York, 7/27/54







## TRADE NEWS

July 28, 1954

\*-----\*

'MICKEY ROONEY SHOW' ON NBC-TV SATURDAYS STARTING AUGUST 28  
STARS YOUTHFUL ACTOR IN ROLE OF PAGE IN WEST COAST STUDIOS

- - -

As Mickey Mulligan, a Lad With Aspirations in Many Directions,  
Rooney Prompts the Legend: 'There's No Holding This Boy'

\*-----\*

A showbusiness prodigy at the age of one, a star at five, the "hottest thing in pictures" at 20, and now -- at 33 -- a veteran of 32 years as an entertainer, the fabulous Mickey Rooney launches his own television program, THE MICKEY ROONEY SHOW, on NBC-TV Saturday, Aug. 28 (8-8:30 p.m., EDT).

Rooney, who will be projecting his many talents at a greater audience than he has ever reached before, plays the role of Mickey Mulligan, an indefatigable page at a West Coast broadcasting company, in this situation comedy series.

Mulligan's job is merely a means to an end, a vehicle to greater things. Mostly, Mulligan wants to be an actor, but not infrequently there are other times when he considers himself a potentially great writer -- or even a detective. Some people, specifically his employers, co-workers and the staff of the dramatic school he attends nightly, take a dim view of his varied ambitions --

(more)

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## 2 - Mulligan

but they just don't know the irrepressible Mulligan. There's no holding this boy.

Mulligan lives with his mother and dad, played by Claire Carleton and Regis Toomey. His mother is a former burlesque star and occasionally her past catches up with her present. His dad is a cop, about as nice a guy who ever pounded a beat, and whatever his son's misadventures -- Pop is ready to back him up.

Mickey's girlfriend Pat, a secretary at the broadcasting studios, is played by Carla Balenda. John Hubbard plays the role of his boss, Mr. Brown. Joey Forman is Mickey's pal in the series.

"The Mickey Rooney Show," which will be sponsored on alternate Saturdays by Pillsbury Mills and Green Giant Peas, will be produced by Joseph Santley and directed by Leslie Martinson. The series will be written by John Fenton Murray and Benedict Freedman. It is filmed at General Service Studios in Hollywood.

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NBC-New York, 7/28/54

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# NBC

## TRADE NEWS

send release

July 28, 1954

### NBC HAS OVERWHELMING LEAD OVER ALL COMPETITION IN BILLBOARD'S TV FILM PROGRAM AND TALENT AWARDS

- - -

Jack Webb (Best Actor) and Loretta Young (Best Actress)

In Long List of Major Honors to NBC Shows and Stars

The Billboard's Second Annual TV Film Program and Talent Awards, announced today, gave NBC an overwhelming lead over all competition for the 1953-54 season.

NBC's DRAGNET swept to victory as the "best series" on TV film ("regardless of its age, program type or how sold").

The syndicated version of "Dragnet," distributed by the NBC Film Division as "Badge 714," was easily returned as the "best non-network TV film series."

Jack Webb made a clean sweep as "best actor." The star of "Dragnet" (and "Badge 714") was named best actor in any film show, best network actor in any film show, best network mystery film actor, best syndicated mystery film actor, best actor in any syndicated film show.

Loretta Young was named "best actress" for her work on the filmed LORETTA YOUNG SHOW presented on NBC-TV. She won three first-place awards: best actress on a network film series of any kind, best

(more)



1971

THE UNIVERSITY OF CHICAGO PRESS  
530 N. Dearborn Ave. Chicago, Ill. 60610

(This book is published by the University of Chicago Press  
in cooperation with the National Endowment for the Humanities)

The University of Chicago Press is a not-for-profit corporation

which, under the laws of the State of Illinois, is organized for the purpose of publishing and distributing books and other printed matter.

It is not organized for the purpose of making a profit.

Its assets are held in trust for the benefit of the public.

It is organized under the laws of the State of Illinois.

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The University of Chicago Press is a not-for-profit corporation.

## 2 - Billboard Poll

actress in any film series, best actress in a network dramatic film series.

Other NBC first-place winners were: FORD THEATRE (NBC-TV), best network dramatic film series, GREATEST FIGHTS OF THE CENTURY (NBC-TV), best miscellaneous network film series; VICTORY AT SEA (NBC Film Division), best non-network documentary film series, LIFE OF RILEY (NBC Film Division), best non-network comedy film series; William Bendix, star of "Life of Riley," best actor appearing regularly in a non-network comedy film series; Lilli Palmer (NBC Film Division), best non-network women's film series; DOUGLAS FAIRBANKS PRESENTS (Inter-state TV-NBC Film Division), best non-network dramatic film series.

Five categories of voters took part in this all-industry selection of the past season's outstanding programs and personalities in TV film: TV stations, TV film producers, TV film distributors, advertising agencies, and advertisers.

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NBC-New York, 7/28<sup>4</sup>/54

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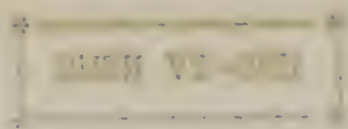


CASEY SHAWHAN IS APPOINTED DIRECTOR OF PRESS  
AND PUBLICITY FOR NBC IN HOLLYWOOD

The appointment of Casey Shawhan, city editor of the Los Angeles Mirror, as director of press and publicity for the National Broadcasting Company in Hollywood, was announced ~~today~~ by Syd Eiges, Vice President for Press and Publicity. Shawhan ~~will~~ assume his new post with NBC on Aug. 23. Les Raddatz is manager of the department which Shawhan will head. //

Beginning his newspaper career in Los Angeles in 1926, Shawhan worked as a reporter with the Herald-Express, Examiner and Times and then in 1943 joined the publicity department at 20th Century Fox. In 1948 he left 20th Century Fox to become the first city editor of the Mirror under Virgil Pinkley, editor and publisher.

Shawhan will be in charge of an expanded publicity operation for NBC programs originating on the West Coast. These include for this Fall the weekly 90-minute Leland Hayward and Max Liebman color spectacles, some of which will originate in Burbank upon the completion of NBC's new color studios there; "Today," NBC's morning news and information program which extends to the West Coast on Sept. 27; "Medic," an entirely new concept in television programming which is being filmed in Hollywood and will be seen Monday nights following the Sid Caesar show; the "Lux Video Theatre" and "Lux Radio Theatre" programs; and "It's a Great Life," starring Michael O'Shea, James Dunn and William Bishop. Also, the Mickey Rooney, George Gobel, Donald O'Connor and Jimmy Durante programs, all new Saturday night television attractions.



# CAROL CHAMBERLAIN IN ASSIGNED POSITION OF PRESIDENT

## AND PUBLICITY FOR ABC IN HOLLYWOOD

The appointment of Carol Chamberlain, city editor of the Los Angeles Mirror, as director of press and publicity for the National Broadcasting Company in Hollywood, was announced today by the firm. Vice President for Press and Publicity, Chamberlain will assume the new post with NBC on Aug. 22. Lee Ballad is manager of the department which Chamberlain will head.

Beginning the newspaper career in Los Angeles in 1925, Chamberlain worked as a reporter with the Daily News, Examiner and Times and then in 1943 joined the publicity department at 20th Century Fox. In 1946 he left 20th Century Fox to become the first city editor of the Mirror under Virgil Pinkley, owner and publisher.

Chamberlain will be in charge of an expanded publicity operation for NBC programs originating on the West Coast. These include the 11:30 a.m. weekly 30-minute Island Hymns and Max Liebman color spectaculars, some of which will originate in Burbank upon the completion of a new color studio there; "Today," NBC's morning news and information program which extends to the West Coast on tape; "Radio," an entirely new concept in television programming which is being filmed in Hollywood and will be seen Monday night following the 3:30 a.m. show; the "Lux Video Theatre" and "Lux Radio Theatre" programs; and "It's a Great Life," starring Howard O'Hara, James Dunn and William Bishop. Also, the Mickey Rooney, George Jessel, Fanny O'Connell and Jimmy Durante programs, all new Saturday night television spectaculars.



NBC TRADE NEWS

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FIVE CLIENTS ORDER 115 PARTICIPATIONS ON 'TODAY' AND 'HOME'

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Orders from five clients for a total of 115 participations on NBC-TV's TODAY and HOME programs are announced today.

Ralston-Purina Company, maker of Ry-Krisp, has ordered 20 participations on "Today" starting Oct. 4, and 19 on "Home" starting Oct. 21. The orders were placed through Gardner Advertising Co.

Armour and Company ordered 10 participations on "Today" during the pre-Thanksgiving and pre-Christmas seasons for its poultry. The order was placed through John W. Shaw Advertising.

Nebraska Consolidated Mills, for Duncan Hines mixes, ordered 23 participations on "Today" starting Sept. 29, to be seen in the Central Time Zone only. This order was placed through Gardner Advertising Co.

The Maytag Company, through McCann-Erickson, Inc., ordered 28 participations on "Today," starting Aug. 4.

And Swift and Company, for its poultry products, ordered five participations on "Home" during the pre-Thanksgiving period. The order also was placed through McCann-Erickson, Inc.

"Today," NBC-TV's early morning news and special events program, stars Dave Garroway and is seen Monday through Friday from 7-9 a.m., EDT and CDT.

"Home," the network's daily service program for women, stars Arlene Francis as editor-in-chief, and is seen Monday through Friday from 11 a.m.-12 noon EDT.

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NBC-New York, 7/28/54



FIVE CLIENTS ORDER 115 PARTICIPATIONS ON 'TODAY' AND 'HOME'

Orders from five clients for a total of 115 participations

WDC-TV: TODAY and HOME program are announced today.

Palmer-Paine Company, major of WDC-TV, has ordered

50 participations on "Today" during Oct. 11 and 12 on "Home"

starting Oct. 21. The orders were placed through Palmer-Paine Company

London and Boston orders to participations on "Today"

during the one-Newsday and pro-Newsday period for the

period. The order was placed through John F. and Associates.

Newsday, 1000 Broadway, New York 10004, has ordered

50 participations on "Today" starting Oct. 21. It is an order

in the Central Time zone only. This order was placed through

Palmer-Paine Company.

The Mayor's Council, through Palmer-Paine Company, Inc., ordered

50 participations on "Today" starting Oct. 11.

And while the company, for the weekly period, ordered

five participations on "Home" during the one-Newsday period.

The order also was placed through Palmer-Paine Company, Inc.

"Today," WDC-TV's early morning news and general program

program, starts late Sunday and is back Monday through Friday from

7-9 a.m., EDT and GMT.

"Home," the weekly daily service program for home, starts

Monday through Friday at 11 a.m. and is back Sunday through Friday

from 11 a.m.-12 noon EDT.

60 PROTESTANT CLERGYMEN TO ATTEND NBC CLINIC  
IN RELIGIOUS TV AND RADIO BROADCASTING

Sixty Protestant ministers from all sections of the country will attend an all-day clinic in religious television and radio broadcasting to be held by NBC in New York on Aug. 2. The clinic will be staged as part of a two-week Religious Radio and TV Workshop to be held at Union Theological Seminary, New York, from July 26 to Aug. 6.

The morning session, devoted to technical aspects of broadcasting, will meet at RCA Institutes in the Americas Building. The afternoon session, in the Johnny Victor Theatre, will be given over to talks by NBC personnel. Kinescope clips illustrating various formats used on the NBC-TV religious program, "Frontiers of Faith," will be shown, and an NBC-TV studio rehearsal opened to the clinic members.

The group will hear at the afternoon session Edward Stanley, manager of NBC public service programs; Doris Ann, supervisor of religious programs for NBC-TV; Marilyn Kaemmerle, supervisor of religious programs for NBC Radio; Martin Hoade, director of "Frontiers of Faith"; Ed Bennett, who will speak on TV design, costumes and graphic arts, and Bob Smith, who will speak on TV makeup.

The Religious Radio and TV Workshop is sponsored by Union Theological Seminary, the National Council of Churches of Christ in the U.S.A., the Protestant Council of the City of New York, and the World Committee for Christian Broadcasting.

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NBC-New York, 7/28/54





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CREDITS FOR 'LISTEN TO THE WITNESS' ON NBC RADIO

PROGRAM: LISTEN TO THE WITNESS

STARTING DATE: Aug. 1, 1954

TIME: NBC Radio, Sundays,  
1-1:30 p.m., EDT

FORMAT: Interviews with persons  
who escaped from behind  
the Iron and Bamboo  
curtains; exclusive re-  
ports from emigres who  
fled Communism.

COMMENTARY: NBC commentator Pauline  
Frederick, 1953 DuPont  
Award Winner for Jour-  
nalism.

PRODUCER: NBC Public Affairs, under  
supervision of Wade  
Arnold.

CONTINUITY: Pauline Frederick, Arthur  
Small, Robert Cenedella.

ORIGINATION: New York studios NBC.

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NBC-New York, 7/28/54

<p>REPORT FOR THE YEAR TO THE MEMBERS OF THE BOARD</p>	<p>REPORT FOR THE YEAR TO THE MEMBERS OF THE BOARD</p>
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OK

LT. EDWARD COUGHLAN IS NAMED NBC FIRE MARSHAL

Lt. Edward Coughlan, for 28 years a member of the New York City Fire Department, has been appointed NBC fire marshal in New York. William S. Hedges, NBC Vice President in charge of Integrated Services, announced today.

As NBC fire marshal, Coughlan's primary responsibility will be to make certain that all steps necessary are taken to prevent fires, to safeguard NBC employees and others performing in NBC studios and theatres, and to provide for the safety and comfort of NBC's guests, Hedges said.

During the last 12 years of his service with the New York City Fire Department, Lt. Coughlan was an official of the Division of Licensed Places of Public Assembly and in that capacity supervised the inspection of theatres, dance halls, motion picture houses, baseball parks, and radio and television studios.

-----O-----

NBC-New York, 7/28/54



IT. LINDA KROGER IS NEW YORK'S FIRST

LA. BOWEN COMPANY, FOR 25 YEARS A MEMBER OF THE NEW

YORK CITY ST. DEPARTMENT, HAS BEEN RECOGNIZED FOR THE

IN NEW YORK, WILLIAM E. BOWEN, NEW YORK'S FIRST

OF INVESTIGATION SERVICES, ANNOUNCED TODAY.

LA. NEW YORK'S FIRST, COGNITIVE'S FORMERLY

WILLIAM E. BOWEN, NEW YORK'S FIRST, COGNITIVE'S FORMERLY

TAKEN TO PROVIDE THE NEW YORK CITY ST. DEPARTMENT

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NEW YORK'S FIRST, COGNITIVE'S FORMERLY

# NBC

## TRADE NEWS

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July 29, 1954

NBC-TV TO LAUNCH 'TONIGHT,' MAJOR NEW LATE EVENING NETWORK SHOW  
STARRING COMEDIAN STEVE ALLEN, MONDAYS THROUGH FRIDAYS

- - -

Emphasis Will Be on Entertainment in 'Live' Series Designed  
As 'Logical Evening Extension' of 'Today' and 'Home'

TONIGHT, a new program designed to generate greater excitement in late evening television, will be launched Monday, Sept. 27, on the NBC Television Network, Sylvester L. Weaver Jr., NBC President, said. ~~today~~.

Starring the widely acclaimed young humorist, Steve Allen, "Tonight" will offer for the first time on any network a "live" late evening show of outstanding entertainment and service features. The program will be seen Monday through Friday from 11:30 p.m.-1 a.m., EST, and from 11 p.m.-12 midnight, CST.

"The scheduling of 'Tonight' marks another major step by NBC in opening up additional hours of the day to network television," Mr. Weaver said. "Just as NBC pioneered the way into early morning television more than two years ago with 'Today,' into women's service information programs on network TV with 'Home,' we are now going to stimulate new interest and enthusiasm in late evening viewing with the 'Tonight' show."

(more)

Page 1 of 1

THE UNITED STATES OF AMERICA  
DO hereby certify that

the following is a true and correct copy of the  
original as the same appears on file in the

Department of the Interior, Bureau of Land Management

at Washington, D. C., this 1st day of January, 1900.

Very truly yours,

Director of the Bureau of Land Management

Witness my hand and the seal of the Department of the Interior at Washington, D. C., this 1st day of January, 1900.

Very truly yours,

Director of the Bureau of Land Management

Approved: \_\_\_\_\_  
Special Agent in Charge, Bureau of Land Management  
Washington, D. C.

Very truly yours,

1900



"'Tonight,' in fact, is the logical evening extension of 'Today' and 'Home.' Where these two programs, as prime examples of the magazine concept of television, showed the way for smaller budgeted national advertisers to use network TV, 'Tonight,' with the same highly flexible sales plan, will make big league nighttime TV available to the client who might otherwise not be able to afford Class A network time."

The primary emphasis of "Tonight" will be on entertainment, and in this connection a permanent cast of top performers is being signed to support Allen. Supplementing the entertainment sections of the show will be complete coverage of latest news, sports and weather, with the worldwide news gathering facilities of NBC channeling the material for these service features.

At a time of the night when the Great White Way of Broadway is at its most glamorous, the cameras of "Tonight" will bring the Crossroads of the World to viewers across the country. There will be numerous pick-ups from Times Square, center of Manhattan's entertainment belt. Acting as "stage-door Johnny" for millions of viewers, "Tonight" will chat with the stars of Broadway's biggest hits shortly after the curtains drop on evening performances. The important first nights of the theatre will receive extensive "Tonight" coverage, with interviews with the critics and other playgoers. Stars and featured entertainers at New York's smartest nightclubs will be frequent visitors to the "Tonight" set.

Mr. Weaver stressed that "Tonight," will not confine its originations to the New York scene. There will be mobile unit-remote pick-ups from various points across the country -- Chicago, Hollywood,

(more)



### 3 - 'Tonight'

Cleveland, New Orleans, wherever there is entertainment and news of interest.

The program will be sold under the same sales plan as "Today" -- that is, there will be four one-minute commercials sold per half hour on the show. This sales policy, introduced on "Today," has proved highly successful as an attraction for both small and large advertisers, with commercial insertions ranging from one-time buys to long-term contracts. In 1953 "Today" had 83 different sponsors, ranging from General Motors to Appian Way Pizza Pie Mix.

The new program has been offered to all NBC basic stations as far west as Omaha. There will be five-minute segments during each half-hour period for local news, sports and weather.

Mr. Weaver pointed out that while "Tonight" has been on NBC-TV's planning boards for several years, the final initiative to schedule it came from the affiliates, who expressed eagerness for a major "live" late evening network show.

Steve Allen, who will star in "Tonight," is one of the true native wits to spring into prominence in recent years, a man referred to by Groucho Marx as "the best Allen since Fred." His dry humor, off-beat story telling, agile ad-libs and musical talents have made him a favorite of many television and radio programs since his arrival in New York in 1950 from California, where he had won a huge regional radio and TV audience. The 32-year-old humorist has been starred for the past year on "The Steve Allen Show," late evening variety series seen Monday through Friday on WNBT, NBC-TV's flagship station in New York.

(more)





4 - 'Tonight'

The executive producer of "Tonight" will be Richard A.R. Pinkham, who has been largely responsible for the great success of "Today" and "Home," NBC-TV's daytime service program for women.

Pinkham came to NBC in 1951 as manager of planning for the television network. He took over as executive producer of "Today" in August, 1952, leading that show to the top in both ratings and billings. When "Home" went on the air last March, it was natural that Pinkham would be executive producer of this program, too. The 40-year-old Pinkham was circulation manager and a member of the board of directors of the New York Herald Tribune before joining NBC. He also has been advertising director of James McCreery Co., and has had wide advertising agency experience.

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NBC-New York, 7/29/54

The executive committee of "Young" will be elected 1911.

It has been largely successful in the past several years.

"Young" and "Old" have been successful in the past.

It has been largely successful in the past several years.

It has been largely successful in the past several years.

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# COLOR TELEVISION NEWS

BETTY HUTTON TO STAR IN ORIGINAL MUSICAL COMEDY  
ON FIRST NBC-TV COLOR 'SPECTACULAR', SEPT. 12

- - -

"Satins and Spurs" Will Launch 26 High-Budgeted Programs Produced  
By Max Liebman in 90-minute Saturday and Sunday Periods .

"Satins and Spurs," an original musical comedy starring Betty Hutton, will be the first of the National Broadcasting Company's high-budgeted, 90-minute color TV "Spectaculars" series, beginning Sunday, Sept. 12.

Max Liebman, the man who changed and then sustained the nation's Saturday night entertainment habits for five years with "Your Show of Shows," will produce 26 of the 39 extravaganzas, including "Satins and Spurs." All but six will be in color.

Liebman has already signed such stars as Judy Holliday, Ann Sothorn, Steve Allen, Jeanmaire, Dick Shawn, Nanette Fabray, Henry Fonda, Frank Sinatra, Janet Blair, Bil and Cora Baird, Jack Lemmon, Jack Buchanan, Jean Carson, Eileen Barton, Rod Alexander and Bambi Linn and Jacques Tati.

"Satins and Spurs," written especially for television by Liebman and Billy Friedberg, will mark Miss Hutton's TV debut. Music and lyrics are by Jay Livingston and Ray Evans, whose song hits, "Buttons and Bows" and "Mona Lisa," won for them the Academy of Motion Picture Arts and Science "Oscars."

(more)



Liebman's productions will be seen every fourth Sunday (7:30-9 p.m., EDT), beginning Sept. 12, and every fourth Saturday (9-10:30 p.m., EDT), beginning Sept. 25.

The first Saturday night "colorama" will star Ann Sothern in "Lady in the Dark," a hit of earlier days. The show originally starred Gertrude Lawrence and Danny Kaye.

Another Liebman show will feature film and stage star Judy Holliday, NBC-TV's Steve Allen, and Dick Shawn, young comedian, in a musical revue woven around a central theme.

An original musical comedy, scheduled for late Fall productions, will focus on the talents of Jeannaire, French ballet dancer and star of "The Girl in Pink Tights."

The Liebman color presentations will originate in NBC's Brooklyn Studio, world's largest color television studio, and will be seen in black and white on the nation's monochrome sets.

Hazel Bishop Inc. and the Sunbeam Corporation will share sponsorship -- 45 minutes each -- of each of 10 Sunday night "Spectaculars," including "Satins and Spurs." The Reynolds Metals Company will sponsor three of the 13 shows. The advertising agency for Hazel Bishop Inc. is Raymond Spector Company Inc., Perrin Paus Company for the Sunbeam Corporation, and Russel M. Seeds Company for Reynolds Metals Company.

Liebman's 13 Saturday night extravaganzas will be sponsored by Oldsmobile Division of General Motors Corporation. The agency is D.P. Brother & Company.

(more)





The Liebman schedule:

Saturdays

Sept. 25

Oct. 23

Nov. 20

Dec. 18

Jan. 15

Feb. 12

March 12

April 9

May 7

June 4

July 2

July 30

Aug. 27

Sundays

Sept. 12

Oct. 10

Nov. 7

Dec. 5

Jan. 2

Jan. 30

Feb. 27

March 27

April 24

May 22

June 19

July 17

Aug. 14

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NBC-New York, 7/29/54





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'TELEVISION RECITAL HALL' TO OFFER FOUR PROGRAM SERIES

NBC's TELEVISION RECITAL HALL will return to the air on Monday, Aug. 9 (9 p.m., EDT). The music program, widely praised by critics and public each time it has been presented in the past several years, will be offered on four dates: Aug. 9, 16, 30 and Sept. 6.

The series features leading recital artists in programs of their own choosing. It is presented as it would be in a concert hall, with no special production or camera work.

The artists scheduled for the programs Aug. 9, Maro and Anahid Ajemian, piano and violin duo; Aug. 16, Ania Dorfmann, pianist; Aug. 30, Tossy Spivakovsky, violinist; and Sept. 6, Thomas Brockman, pianist.

The telecasts will originate in the Colonial Theatre in New York before an invited audience. Charles Polacheck again will be producer and Kirk Browning director. Robert Denton will be the announcer.

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JIM CROWLEY, FOOTBALL GREAT AS PLAYER AND COACH,  
WILL BE COMMENTATOR FOR NBC TELECASTS  
OF CANADIAN PRO GRID GAMES

\*-----\*

One of the great names in American football -- that of James Harold ("Sleepy Jim") Crowley -- will be the commentator on NBC-TV's telecasts of Canadian professional football games, Thomas S. Gallery, NBC sports director, announced today.

The NBC-TV series, featuring Eastern Big Four teams (Montreal, Ottawa, Hamilton and Toronto) of the Canadian Professional Football League, will start Saturday, Aug. 28, with the Toronto-Ottawa contest at Toronto. Lindsey Nelson, NBC's assistant sports director, will handle the play-by-play.

"Sleepy Jim" -- a nickname won at Notre Dame -- has been a football byword ever since he was a member of the fabulous Four Horsemen of 1924. This senior backfield -- the other members were Don Miller, Harry Stuldreher, and Elmer Layden -- was the most famous ever fielded by the great Knute Rockne.

Crowley, who was born in Chicago on Sept. 10, 1903, was the left halfback in that great unit and his stellar performances won him All-American honors. After graduation in 1925, he served as backfield coach at the University of Georgia until 1928. From 1929 through 1932 he was head coach at Michigan State, and in 1933 signed on at Fordham.

It was at Fordham that Crowley won real fame as a coach and brought to the Rose Hill campus its greatest gridiron glory. From 1933 until 1941, Crowley's Rams won 56, lost 13 and tied seven. And they played the toughest teams in the country, at that.

(more)





Crowley led the Rams to two bowl games during his tenure at Fordham. On Jan. 1, 1941, the Rams lost a 13-12 decision to Texas A. & M. in the Cotton Bowl at Dallas. Exactly one year later, Fordham beat Missouri, 2-0, in the Sugar Bowl at New Orleans. Crowley's all-time coaching record includes three seasons in which he lost three games, three in which he lost two, seven in which he lost one, and one in which he lost none.

In 1942, Jim enlisted in the Navy and later served on Admiral Halsey's staff in the South Pacific. Following his discharge in 1945, he was named commissioner of the newly-organized All-America Football Conference. He served in this capacity for two years and in 1947 became general manager and coach of the Chicago Rockets.

In 1948 Crowley entered private business, and now is general manager and vice president of Station WTVU in Scranton, Pa. He resides there with his wife and two sons, aged 14 and 15.

Crowley's television background and vast football experience make him a "natural" for his new assignment, that of commenting on this exciting, souped-up version of America's favorite Fall sport.

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NBC-New York, 7/29/54





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CREDITS FOR 'THE MICKEY ROONEY SHOW' ON NBC-TV

PROGRAM: THE MICKEY ROONEY SHOW

DATE AND TIME: NBC-TV, Saturdays, 8-8:30 p.m.,  
EDT

PREMIERE DATE: Aug. 28, 1954

STAR: Mickey Rooney

REGULAR CAST: Regis Toomey, Claire Carleton,  
Carla Balenda, John Hubbard,  
Joey Forman.

FORMAT: Situation comedy; filmed.

PRODUCER: Joseph Santley

DIRECTOR: Leslie Martinson

WRITERS: John Fenton Murray and Benedict  
Freedman

ORIGINATION: Hollywood

SPONSORS: Pillsbury Mills, )  
Inc. } alternates weeks  
Green Giant Company }

AGENCY: Leo Burnett Company, Inc.,  
Chicago, for both sponsors.

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## TRADE NEWS

July 30, 1954

POLAROID IS FIRST SPONSOR TO SIGN FOR NBC-TV'S 'TONIGHT';

BUYS 8 PARTICIPATIONS STARTING WITH SEPT. 27 PREMIERE

TONIGHT, exciting new program with which NBC-TV will pioneer the way into late evening network television, has already received its first commercial order from a client.

The Polaroid Company of Cambridge, Mass., manufacturer of the Polaroid Land Camera, has ordered eight participations on the show beginning Monday, Sept. 27, the night on which "Tonight" will make its debut. Announcement of the Polaroid order comes just a day after details of the "Tonight" program were revealed by Sylvester L. Weaver Jr., NBC President.

In addition to being the first sponsor to order participations on "Tonight," Polaroid is also the first to be associated with all three of NBC-TV's daily magazine concept programs. The company is a frequent advertiser on "Today," NBC-TV's early morning news and special events program, and also was a first-day sponsor on "Home," the network's women's service show.

The Polaroid order was placed through Doyle-Dane-Bernbach, Inc., of New York. Richard Soule is the NBC account executive.

"Tonight," which will star Steve Allen, will be seen Monday through Friday from 11:30 p.m.-1 a.m., EST, and from 11 p.m.-12 midnight, CST.

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THE UNIVERSITY OF CHICAGO  
LIBRARY

THE UNIVERSITY OF CHICAGO  
LIBRARY  
1923

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| NBC TRADE NEWS |  
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NBC PRESIDENT WEAVER TO ADDRESS CLERGYMEN  
ATTENDING RELIGIOUS RADIO-TV WORKSHOP

Sylvester L. Weaver Jr., President of the National Broadcasting Company, will officially welcome a group of 60 Protestant ministers attending an all-day clinic in religious television and radio broadcasting to be held by NBC on Monday, Aug. 2.

Mr. Weaver's address of greeting will be given at a luncheon at Toots Shor's restaurant in New York.

The ministers, who are from all sections of the country, will attend the clinic as part of a two-week Religious Radio and TV Workshop being held at Union Theological Seminary, New York, from July 26 to Aug. 6. The Monday morning session, devoted to technical aspects of broadcasting, will be held at the RCA Institutes in the Americas Building. The afternoon session, in the Johnny Victor Theatre, will be devoted to talks by NBC personnel.

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NBC-New York, 7/30/54



WGC PRESIDENT MEETS TO DISCUSS CLEVERLY  
ATTENDING RELIGIOUS RADIO-TV WORKSHOP

President J. Wesley Jr., President of the National Religious  
Broadcasting Company, will officially welcome a group of 50 Protestant  
ministers attending an all-day clinic in religious television and  
radio broadcasting to be held at WGC on Monday, Aug. 2.  
Mr. Wesley's address of greeting will be given at a  
luncheon at noon. Short sessions in New York.  
The ministers, who are from all sections of the country,  
will spend the clinic as part of a two-week Religious Radio and  
TV Workshop being held at Union Theological Seminary, New York.  
From July 26 to Aug. 2, the Monday morning session devoted to  
technical aspects of broadcasting, will be held at the RCA  
Theater in the Radio City Building. The afternoon session, in  
the Johnny Carson Theater, will be devoted to talks by WGC  
personnel.

—Continued—



## SATURDAY REVIEW'S SECOND ANNUAL AWARDS GIVE NBC

### ALMOST 2-TO-1 MARGIN OVER ANY OTHER NETWORK

Four NBC-TV shows, one NBC Radio program and an NBC cultural advertising campaign have been cited for distinguished achievement in the public interest by the Saturday Review.

The five NBC Radio and TV programs honored give the network an almost two-to-one margin over any other network in number of shows receiving citations from the Saturday Review. In addition, NBC is the only broadcasting company among the 26 advertisers who won the Saturday Review's Second Annual Awards for distinguished advertising in the public interest.

Following are the award-winning NBC-TV programs:

NBC-TV OPERA THEATRE -- "For distinguished presentation of fine music by fine artists."

DING DONG SCHOOL -- "For genuinely motivated and socially constructive pre-school age show."

FORD 50TH ANNIVERSARY SHOW (seen on NBC-TV and another network) -- "For superb taste in presenting light, entertaining Americana on a national scale with no overt commercials."

HALLMARK HALL OF FAME ("Hamlet," "Amahl and the Night Visitors" and other individual productions) -- "For giving talented producers and players an opportunity to create serious and impressive works, original or classic; for honorable successes and for honorable mistakes."

The NBC Radio program honored was the NBC SYMPHONY, "for distinguished presentation of fine music by fine artists."

The NBC advertising campaign saluted by the Saturday Review was a campaign outlining the cultural achievements of the radio and television networks. It was cited for "contributing to the development or appreciation of our nation's educational and cultural resources."





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AMERICAN LEGION GROUP HONORS 'INHERITANCE' PROGRAM  
AND COMMENDS NBC FOR COMMUNITY SERVICE

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An American historical drama series broadcast weekly by NBC Radio has been honored by the American Legion's Suffolk County (N.Y.) Organization and the network has been commended for its "meritorious work in the field of community service."

The program, INHERITANCE, was the subject of a resolution adopted unanimously at the organization's recent convention at Greenport, L.I., N.Y. The resolution lauded the network for "its many community service programs and for its outstanding work in the field of good, wholesome entertainment."

"Inheritance," broadcast Sundays at 10 p.m., EDT, in cooperation with the national organization of the American Legion, was designed to build deeper public understanding of the heritage and character that underlie the nation's freedom. The dramatizations are concerned chiefly with great turning points in American history and great decisions along the road to freedom.

The network was notified of the resolution by John R. Hewlett, county adjutant of the Suffolk County Organization. In acknowledging the honor to the program and the network, William H. Fineshriber Jr., Vice President in charge of the NBC Radio Network, wrote:

"I assure you that NBC is proud to have this recognition of the service we are performing with the American Legion in presenting the 'Inheritance' series.

"It is our conviction that programs of this nature perform an outstanding public service in depicting the positive values of the American way, and we are happy indeed to be associated with the American Legion in this endeavor."

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NBC-New York, 7/30/54





# NBC FEATURE

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MEMO FOR BROADCAST:  
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ASSIGNMENT: 'AMERICAN DEFENSE'

TO: NBC News Department staff.

FROM: William R. McAndrew, manager NBC News and Special Events, and J.O. Meyers, manager NBC Central News Desk.

ASSIGNMENT: Another of our intensive jobs of "depth" reporting. To examine and analyze the present state of American defense in an effort to determine how we measure up to the Russians and those in the U.S.S.R. orbit.

RESULTS: To be presented on the NBC Radio Network in a special HEART OF THE NEWS broadcast Tuesday, Aug. 3, 10:15-11 p.m., EDT.

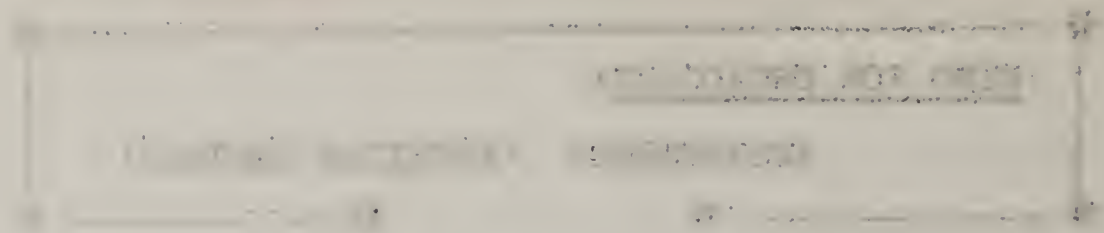
SPECIAL ASSIGNMENT: (To supersede other work.)

Henry C. Cassidy, NBC New York, as on-the-air editor.

Richard Harkness, NBC Washington, to examine the state of American progress in nuclear weapons, to attempt to determine whether the Russians have either outdistanced us or are about to; additionally, Richard Harkness will investigate and report on stories of Soviet Union all-out efforts to finalize intercontinental guided missiles.

Leif Eid, NBC Washington News, to examine our military budget and compare it with past budgets. Are we

(more)



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THE NEW YORK PUBLIC LIBRARY



risking our national neck to save money in light of recent international developments? A pro and con approach as to whether the budget is practical and realistic in this light.

Joeseph C. Harsch, NBC Washington news analyst, to discuss the pros and cons of the so-called "preventative war" philosophy.

David Brinkley, NBC Washington TV News, to check on the state of Civilian Defense today in an effort to determine whether practical and feasible in light of bomb damage as we now know it. Two aspects to be thoroughly and specifically examined: the radar network screen and its effectiveness, and latest progress in plans for evacuation of cities.

ORIGINATION: NBC, New York City and Washington, D.C.

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NBC-New York, 7/30/54

thinking can national work in every way in light of  
re-orientation development. A new and new  
approach can be taken for the subject in general and  
specific in this area.

Joseph C. Hirsch, who has been working on  
this for some time and one of the "national" movement  
five war" movement.

David Hirsch, who has been working on  
the issue of civil rights for some time in an effort to  
defend the rights of the people in light of  
some changes in the law. The changes in the  
movement and the movement in the area  
of the people and the movement, the people  
are in the process of change.

REC, New York City and Washington, D.C.

11/11/71

REC-New York, NY 10014

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IRA WOLFF JOINS NBC AS SALES PRESENTATION WRITER  
FOR TV SHOWS IN PARTICIPATION SALES PLAN

Ira Wolff, formerly a copy writer for Dancer-Fitzgerald-Sample, Inc., has joined NBC as a sales presentation writer for television shows sold under the participation sales plan. David Hedley, NBC-TV manager of sales presentations, said today.

Before working for Dancer-Fitzgerald-Sample, Wolff for two years was with the U.S. Army Recruiting Publicity Center on Governor's Island, New York. Prior to that, he was assistant advertising manager of the Brooklyn (N.Y.) Paint and Varnish Company. He was graduated from New York University with a bachelor of science degree, is single and lives in Brooklyn.

NBC-TV has four shows being sold under the highly flexible participation sales plan -- "Today," "Home," "The Pinky Lee Show" and the recently announced "Tonight" program.

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NBC-New York, 7/30/54



THE WFO-TV STATION HAS AN AMBULANCE SERVICE  
FOR TV SHOWS IN BARTONVILLE PARK

WFO-TV, formerly a copy writer for General Electric,

has joined WFO as a sales representative for  
the station. He will handle the participation sales for  
WFO-TV, manager of sales representatives, also.

He will be working for General Electric, with his

years with the U.S. Army, including his time in

the U.S. Army, New York, 1945 to 1947, he was assigned to

the manager of the station (WFO-TV) and his company.

He graduated from New York University with a bachelor of science

in 1947 and lives in Brooklyn.

WFO-TV has four shows and will add the night show

participation sales line - "WFO-TV," "WFO-TV," "WFO-TV"

the recently announced "WFO-TV" program.

WFO-TV

WFO-TV, 1947